



Central Peninsula Secondary Plan

Frequently Asked Questions

1. What is the Central Peninsula Plan?

The Central Peninsula Plan is intended to provide direction for new development and reinvestment in the Central Peninsula of the City of Saint John while ensuring it remains a great place to live, work, and play. The Plan is intended to further implement the City’s Municipal Plan (Plan SJ) policies, and align the City’s recreation, transportation, economic, and population growth strategies into one set of goals and direction for this area. Together, these strategies will guide growth, development, and revitalization efforts in the City’s core for the next 30 years.

2. What are the elements of the Central Peninsula Neighbourhood Plan?

The plan contains an overall vision of the future of the neighbourhood, with targets for new dwelling units, population, business growth and tax base growth (1,500 new units, 3,000 new residents, 350 new businesses and \$350,000,000 in new tax base). The plan contains important five elements:

- a. A history and geographic context of the Central Peninsula area;
- b. An overview of the neighbourhood and corridors of the Central Peninsula includes descriptions, direction, development concepts, and actions for the Uptown, South End and Waterloo Village Neighbourhoods;
- c. Building and design guidelines for use in the Central Peninsula areas that provide the regulatory framework for land use and guides the shape, pattern, height and configuration of development inviting a new era of development and investment;
- d. A community action framework that provides the structure for action through clear policy statements reflective of the components that build a growing neighbourhood; and
- e. An implementation strategy that provides a framework for immediate and long term action in the various neighbourhoods of the Central Peninsula.

3. Why do we need a Plan now?

After decades of population decline and disinvestment, the Central Peninsula is experiencing a renaissance supported by Council's focus on this area over the past three years in terms of the planning process and key programs such as the urban development incentive programs. There is increasing momentum to live, work, and recreate in the heart of the City. Populations in the Uptown Neighbourhood are increasing while neighbouring areas are stabilizing. Construction of new office and new and converted residential development are set to bring more people into the area every day. New restaurants, bars, and entertainment venues have maintained the area 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. As the positive momentum continues, there is increasing opportunity for economic and population growth on the Central Peninsula. Underutilized or vacant land is an asset prepared for repositioning and in doing so, creates potential for new housing stock and commercial space. This Plan provides an opportunity for the community to harness the growing momentum at the centre of the City and create positive transformative change.

4. What will the Central Peninsula Plan be used for?

Depending on who you are, the Plan will have a variety of different purposes. For Developers/Investors, the Plan will provide a vision of how the Central Peninsula is expected to grow and change, showcase some key growth opportunity sites and provide a clear development process. For residents, the Plan will show the community vision for how the neighbourhood will grow over the Plan's lifetime, as well as an action plan to achieve this vision. For City Staff and Common Council, the Plan will be the document to help guide decisions related to land use and planning matters for development in Central Peninsula.

5. What kind of changes can I expect to see in the Central Peninsula neighborhoods if the plan goals are achieved?

The Plan is a long term vision for the community with the goals of encouraging 1,500 new residential units, which would allow for up to 3,000 new residents to call the Central Peninsula home. Along with these residential goals, the goal is the creation of 350 new businesses over the life of the plan leading to 4,000 additional jobs in the Central Peninsula. This will, if successful, lead to over \$350,000,000 in new tax base growth.

6. As a heritage property owner, how does the neighborhood plan affect me?

Common Council made improvements to the Heritage Conservation Areas By-law a priority. These changes were able to be carried out in concert with the Plan. The goal of these changes is to remove barriers to development through modernizing the rules in order to help create opportunities for new development, grow the residential tax base and make the heritage process easier to navigate for developers and property owners.

The changes are being made in two phases, with Phase 1 already receiving Common Council approval on September 23, 2019. Phase 1 changes improved clarity to the demolition process and increasing exemption to heritage permits, which includes:

- non-visible areas of buildings (typically rear and sidewalls);
- windows and door replacements with no change in size;
- Fences;
- Decks, stairs and fire escapes; and
- Cladding (except masonry).

Phase 2 amendments will come forward with the Plan and will address issues such as the current infill development guidelines (new development in heritage districts).

7. How does this plan affect me as a renter? One of the goals of the Plan is to encourage the creation of 1,500 new dwelling units throughout the Central Peninsula neighbourhoods. When achieved, these new units will provide existing and new residents a variety of choices of unit forms (new buildings, renovations to existing buildings, townhouses, apartments, etc.), location and tenancy types (rental or ownership) to meet their needs. The increased quality of units (through renovation of existing, which has occurred through various incentive programs, will also provide additional affordable and quality housing options to existing and future residents.

8. How does this plan affect me as a business owner? Business owners will benefit from the Plan's goals of growing the population, as these new residents will need places to shop. As the Central Peninsula population grows, businesses will have access to more shoppers to frequent their businesses. A stronger

Business community; will help grow the commercial tax base, attract more investment and create new job opportunities for residents.

9. How does this plan affect me as an investor? For investors, the Plan will be the principle tool to highlight various development opportunities on the Peninsula. The document will provide a vision of how the Central Peninsula will grow and prosper over the life of the plan. The City of Saint John, through various development support mechanisms offered through grants or supporting agencies like DevelopSJ will also be showcases to enhance the attractiveness of investing in the core region of the City.

10. I do not live in the Central Peninsula. How will this plan affect me?

The Central Peninsula is the core of the City of Saint John – where business, events, and our entertainment districts come together. The Central Peninsula contains strong regional assets like TD Station, Canada Games Aquatic Centre, Port of Saint John Cruise Ship Terminal and the Saint John Trade and Convention Centre. A strong core, with increased resident and business investment, creates an improved financial outlook for the City through increased tax base, more jobs, more events, and leads to an increased quality of life for everyone in the City and region. Increasing development in the Central Peninsula further strengthens the value of investing in Saint John.

11. I am worried about the affordability of housing and challenges associated with a rapid change of the Central Peninsula. How will the plan address this? The Plan was created based on policies contained in the City's Municipal Plan (PlanSJ), which encourages the creation of residential development that fits all age groups and income levels. By encouraging a variety of different housing types to occur over the life of the plan, all residents will benefit from greater housing options and choices in this neighbourhood, allowing anyone to call the Central Peninsula home. The Plan also provides a variety of incentive programs to promote new or renovated housing options, which will further improve housing choice and availability to residents. Amendments to the City's Zoning By-law with the Plan, will also further reduce barriers by providing parking reductions which will reduce costs of housing options.

The City will also continue working with affordable housing providers, Federal and Provincial agencies to monitor changes and encourage the construction of affordable housing units as part of the neighbourhood change.

12. When would I see some of the improvements in the Plan take shape? Many of the suggested improvements have already begun to occur even before the Plan is adopted by Council. Work is well underway to prepare key sites like Fundy Quay for future development with planned seawall upgrades and site improvements. DevelopSJ is working to advocate for the construction of the new Central Peninsula School site and Common Council recently approved a number of capital investments including to the Saint John Market (South Market street upgrades, Night Market upgrades). Implementation of the Night Market, a key concept from the Plan, has already occurred before the Plan is in place. Incentive Programs, which helps with community beautification and encouraging renewal of existing housing stock has also been helping to encourage improvement to the quality of housing stock in the Peninsula.

13. How can I take an active role in supporting the plan and implementation? The Plan is a document created in concert with residents of the Central Peninsula. The implementation actions belong not only to the City of Saint John, but also to area residents to be active participants in how the plan is supported to make the Central Peninsula the best place to live, play and invest. The Plan is a call to action for residents to play their part in making the plan a success. This could be through community beautification, becoming actively involved in groups helping with events from the Plan (such as the Night Market) or investing in the community – everyone has an opportunity to play a part in making this plan a success.

14. What is the process to get the plan approved and key dates?

In order to adopt the Central Peninsula Secondary Plan, Council must initiate the mandatory 30 day comment period, which occurred on October 7, 2019. The comment period closed on November 6, 2019. Council will need to refer the plan to the Planning Advisory Committee and schedule a public hearing. The Planning Advisory Committee and Common Council will then consider the final plan. Once Council has held a public hearing and given the plan and By-laws three readings, the plan will officially come into force.

15. How can I comment on the draft plan? The initial 30-day comment period has now closed – however, citizens may provide their comments through the Planning Advisory Committee meeting and Public Hearing of Common Council. Documents can be viewed through the Common Clerk's Office (8th Floor City Hall) or at the One Stop Development Shop (10th Floor City Hall).

If you would like to submit feedback to the Planning Advisory Committee, here is how you can do so: Comments may be submitted via email or by letter to the Planning Advisory Committee at the following address: By e-mail onestop@saintjohn.ca or by mail at PO Box 1971, Saint John, NB E2L 4L1 by November 26.

If you would like to submit feedback to Common Council for the public hearing, here is how you can do so:

Comments may be submitted via email or by letter to the common clerk at the following address: By e-mail at commonclerk@saintjohn.ca or by mail at PO Box CP 1971, Saint John, NB E2L 4L1 by December 9. Citizens may also attend and speak about the final version of the plan at the Planning Advisory Committee and Common Council Public Hearing meetings. The Planning Advisory Committee will consider the plan on November 26, 2019, at 6pm, 8th Floor

City Hall (Ludlow Room) and the Public Hearing at Common Council will be December 9, 2019, 6:30pm, 8th Floor (Ludlow Room).