



**City of Saint John
Growth Committee - Open Session
AGENDA**

Tuesday, August 27, 2019

11:20 am

8th Floor Common Council Chamber (Ludlow Room), City Hall

	Pages
1. Call to Order	
1.1 Approval of Minutes - July 16, 2019	1 - 3
1.2 Growing in Saint John - Natasha Tobias	
1.3 Customer Service Enhancements: Growth and Community Development Services	4 - 15
1.4 Mid-Year Review: 2019 Growth Work Plan	16 - 27
1.5 Council Referral: NBCC Students' Union Request	28 - 30
1.6 Central Peninsula Neighbourhood Plan	31 - 63



The City of Saint John

MINUTES - OPEN SESSION GROWTH COMMITTEE MEETING
JULY 16, 2019 AT 10:00 A.M.
8TH FLOOR COMMON COUNCIL CHAMBER (Ludlow Room), CITY HALL

Present: Mayor D. Darling
Deputy Mayor McAlary
Councillor J. MacKenzie
Councillor B. Armstrong

Absent: Councillor R. Strowbridge
Councillor D. Hickey

Also

Present: City Manager J. Collin
Commissioner Growth and Community Development J. Hamilton
Deputy Commissioner Building and Inspection Services A. Poffenroth
Deputy Commissioner Growth and Community Development P. Ouellette
Population Growth Manager D. Dobbelsteyn
Technical Service Engineer C. McKiel
Administrative Assistant K. Tibbits

1. Meeting Called To Order

Mayor Darling called the Growth Committee open session meeting to order.

1.1 Approval of Minutes – May 14, 2019

Moved by Deputy Mayor McAlary, seconded by Councillor Armstrong:
RESOLVED that the minutes of May 14, 2019 be approved.

MOTION CARRIED.

1.2 Growing in Saint John Presentation – James Crosby, Crosby Molasses Co. Ltd.

The Growing in Saint John series shares success stories in the City and provides an opportunity to profile local businesses, leaders, newcomers, investors, and entrepreneurs. Mr. Ouellette introduced Mr. Crosby, president of Crosby Molasses Co. Ltd.

Mr. Crosby described the history of Crosby Molasses, a small food manufacturer located in Saint John and competing in a global marketplace. In 2013, Crosby Molasses invested approximately \$9M in plant and equipment upgrades and were successful in attracting a large global food manufacturer. Human resources grew from 53 full-time employees to 110. The company is in the process of growing the business into the cannabis space through smokeless forms of cannabis and have purchased land in the industrial park for this purpose. Plans for a facility are close to being finalized. Final licensing by Health Canada cannot occur until the building is complete.

Mr. Crosby invited members of Council for a tour of the facility.

Moved by Councillor MacKenzie, seconded by Deputy Mayor McAlary:

RESOLVED that the presentation from Mr. Crosby, Crosby Molasses Co. Ltd. be received for information.

MOTION CARRIED.

1.4 Growth Reserve Fund Request – Community Standards Program

Ms. Hamilton commented on the request to allocate \$30K from the Growth Reserve Fund to support and accelerate the Community Standards Program for the remainder of 2019. This program is tied to the City's growth effort and addresses unsightly premises and zoning infractions. The program has been very successful with over 95 cases resolved to date. Additional resources will leverage an additional 40 cases throughout the remainder of 2019.

Moved by Deputy Mayor McAlary, seconded by Councillor Armstrong:

RESOLVED that the Growth Committee recommends that Common Council authorizes the transfer of \$30,000 from the Growth Reserve Fund to support the enhanced Community Standards Program for the remainder of 2019.

MOTION CARRIED.

1.5 Priority Infrastructure Projects (Verbal)

Mayor Darling requested that the Growth Committee and ultimately Council identify the top three catalytic growth projects for the City to signal to provincial and federal funding partners the significance of these projects in bringing tax base growth to the community. These projects have the potential to deliver hundreds of millions of dollars in economic stimulus and significant money in tax revenue.

Moved by Councillor MacKenzie, seconded by Councillor Armstrong:

RESOLVED that the City of Saint John's top three infrastructure funding requests to Federal and Provincial Governments with the exception of emergency response related funding, include:

- 1) New school in the central peninsula;
- 2) Development of the Fundy Quay site; and,
- 3) Foster Thurston/Ashburn Lake Road NB Route 1 Interchange Project.

MOTION CARRIED.

1.3 Municipal Accommodation Levy Update

Mr. Collin noted that a Voluntary Accommodation Levy has been in effect for over a decade in the City of Saint John and has been very successful in terms of contributing to tourism. The provincial government has taken that industry leading example and passed legislation enacting a Mandatory Accommodation Levy within the province.

Paulette Hicks, General Manager of Delta Saint John & President of the Hotel Association, reviewed the submitted presentation and commented on the Voluntary Hotel Levy currently in place. The amount of revenue collected since first established has grown significantly. Discover Saint John has leveraged those funds for major growth in the tourism industry. It is a compliment that the Province of New Brunswick is implementing a levy, potentially province wide, based on Saint John's success with the Voluntary Levy.

Mr. Ouellette stated that Saint John will maintain the existing Voluntary Levy until the end of 2019 and intends to introduce a bylaw to be effective in 2020 with respect to the new Municipal Accommodation Levy.

Responding to a question, Ms. Hicks stated that once the municipality enables the legislation it becomes mandatory for the region. Under the Voluntary Accommodation Levy, there is an opt out clause.

Mr. Collin stated that the Volunteer Levy produces approximately \$1M per year in revenues. The Mandatory Levy is expected to provide additional revenue as it will not only include those few outliers not currently contributing, but it is hoped that the Mandatory Accommodation Levy will increase from 3% to 3.5%. It is estimated that an additional \$300K to \$700K per year will be collected.

(Councillor Armstrong withdrew from the meeting)

Adjournment

The open session meeting of the Growth Committee held on July 16, 2019 was adjourned at 11:05 a.m.

Recording Secretary



One Stop Development Shop Growth & Community Development Services Customer Service Enhancements – Update

August 27, 2019
Growth Committee



Customer Service Enhancement

Our three focus areas :

- **Fostering a customer-centric culture**
- **Reducing barriers & incentivizing smart growth**
- **Improving processes to reduce red tape**



Purpose – The Big Why

Why?

- Bringing Dreams to Life.

How?

- We make projects happen.

What?

- Improvement of current processes.

Complete Customer Service Enhancements

- ✓ Introduction of a Customer Service Manager
- ✓ Strengthened Development Team
 - Develop Saint John and Growth & Community Development Services
- ✓ Celebratory Site Visits
- ✓ Relaxation of 6-storey wood frame construction requirements
- ✓ Sessions with staff to identify process improvements
- ✓ Developer & Consultant focus groups
- ✓ Baseline Developer & Consultant customer service surveys
- ✓ Water & Sewer modelling turnaround times established
- ✓ Heritage process streamlining
- ✓ Accelerated Urban Development Incentives
- ✓ Accelerated Heritage Grants

In Progress Customer Service Improvements

- ❖ **Infrastructure Improvement Project**
- ❖ **PSAPS - Proactive Solutions Approach to Problem Solving**
- ❖ Planning Process Improvements
- ❖ Facilitate adoption of Central Peninsula Neighbourhood Plan
- ❖ New Heritage Bylaw
- ❖ Formalized Customer Escalation Process
- ❖ Formalized Customer Feedback Process

Infrastructure Improvement Project

Project Approach

- Feedback received from the development community around challenges experienced with approval processes
- Consultant and Developer sessions held with positive discussion on challenges and opportunities
- Detailed best practices research was undertaken to find opportunities for improvement
 - Interviews conducted with Moncton, Fredericton, Rothesay, Quispamsis, Halifax and Calgary
 - Interviews focused on tools, resources and processes to reduce delays and fast track approvals

Infrastructure Improvement Project

Project Status

- 17 service improvements are being developed and implemented
 - 'just do it' improvements
 - Remaining service improvements to be fully implemented over the next 6 to 8 months
- Service improvements under three main categories:
 - Clear and Predictable Requirements
 - Improved Communication
 - Customer Focused Process Improvements
- Continued consultation with development industry representatives

PSAPS – Proactive Solutions Approach to Problem Solving

Goal:

- Staff feel equipped, supported & confident to take risks to proactively problem solve & customers look forward to working with us again

Project Approach – to address Time, Risk & Communication:

- 7 Large scale active projects & associated pilot team staff
- Baseline customer survey & staff survey
- Department tools to create more available time for customers
- Daily Management Meetings

PSAPS – Proactive Solutions Approach to Problem Solving

Next Steps: >>>

- Continue to Integrate Develop SJ & GCDS Development processes
- Address 'Non-Value added' barriers to proactive problem solving
- Expand Pilot to include more projects to yield more problem solving opportunities
- Customer Service Training with Pilot Team
- Regular scheduled Customer Engagement Sessions
- Integration of formalized Customer Escalation Process project & Customer Feedback Process project into PSAPS
- PSAPS roll-out to entire GCDS department

How can you help?

- 1. Continue to promote Saint John as a great place to create, build & grow.**
- 2. Support staff innovation & encourage risk taking.**
- 3. Provide constructive feedback to help us continue to improve.**

What does this mean for our customers?

- **Strengthened development team will create a seamless process for customers from start to finish.**
- **City staff proactively working to resolve issues by utilizing expertise to find innovative and creative solutions.**
- **Reducing barriers within the Infrastructure Development process resulting in a streamlined approval process.**
- **Various opportunities for customers to provide feedback to allow City staff to take action and address pain-points.**

Recent Testimonials

'It was great having the initial meeting with the planning staff and once the application details came forward a meeting was arranged with all departments, having the one stop quarter backing the process is a great format and a real time saver.' – Business Owner

'My most recent experience (pre application meeting) was very positive. Staff were most helpful in identifying potential barriers and identifying means to remove them if possible. Overall it was a very positive experience and look forward to working with staff as this project moves forward.' - Developer

'I've seen a new attitude of help & support. Great people. Planning staff provided great guidance & support.' – Developer

GROWTH COMMITTEE REPORT

M&C No.	# found on Sharepoint
Report Date	August 21, 2019
Meeting Date	August 27, 2019
Service Area	Growth and Community Development Services

His Worship Mayor Don Darling and Members of the Growth Committee

SUBJECT: Mid-Term Update on 2019 Growth Work Plan and Targets

OPEN OR CLOSED SESSION

This matter is to be discussed in open session of Common Council.

AUTHORIZATION

Primary Author	Commissioner/Dept. Head	City Manager
<i>Phil Ouellette</i>	<i>Jacqueline Hamilton</i>	<i>John Collin</i>

RECOMMENDATION

Staff recommend that Growth Committee receive and file this report and submit it to Common Council as an information item.

EXECUTIVE SUMMARY

This report intends to provide the Growth Committee and Common Council with a mid-term update on the progress of the 2019 growth work plan and the corresponding growth targets. After the creation of the Growth Committee, and the subsequent adoption of the Roadmap for Smart Growth, the Population Growth Framework, the creation of Develop SJ, the City of Saint John is strategically equipped to deliver new growth outcomes for the community in the areas of employment, tax base and population. This reinvigorated focus on growth is a key feature of the 2016-2020 Council Priorities and remains a key priority across service areas of the City Saint John, as is illustrated in Saint John's 2019 corporate work plan.

A summary and update of the 2019 growth work plan is attached to this report, which offers an overview of key features of growth-related efforts from January 1st, 2019 to June 30th, 2019 within the City of Saint John.

The key highlights of the mid-year report include:

- 7% increase in employment since June 2018, and EDGSJ outpacing its year-end targets in the area of employment and labour force growth.

- DevelopSJ is currently supporting various projects in its pipeline with an estimated value of \$100 million in tax base growth to flow into 2020
- DiscoverSJ already outpacing its year-end target of contracts generated for meetings and conventions.
- DiscoverSJ has secured \$2.2 million in bids for future business.
- Continuing trend of outperforming permit turnaround through the One Stop Development Shop.
- Far outpacing our year-end targets for resolved unsightly premises cases.
- Recent investments into heritage program has resulted in impressive leveraged investment - \$1.1 million.
- The admission of 485 new permanent residents in Saint John by the end of Q2 – an 18% increase YTD over 2018.

In addition, before year-end, there are several key initiatives that are expected to take shape, including: Neighborhood Plan for the Central Peninsula and Heritage By-law amendments; economic development alignment exercise recommendations; and, new accommodation levy bylaw.

PREVIOUS RESOLUTION

Saint John Common Council adopted the Roadmap for Smart Growth in March 2017.

Saint John Common Council adopted the Population Growth Framework in February 2018.

Saint John Common Council received the 2019 growth work plan in April 2019.

STRATEGIC ALIGNMENT

Common Council has adopted a new set of Council Priorities: 2016-2020 in early November 2016, and under the heading of “Growth and Prosperity,” the following is stated: “Saint John is recognized by residents and businesses as a positive and supportive city. We grow in a smart way and attract talent, innovation and opportunities so all people can thrive.” In addition, Council adopted key performance indicators to evaluate its ability to *Grow SJ*, including, among others: “Building permit value,” “Change in tax base assessment within the City,” “Change in population.”

SERVICE AND FINANCIAL OUTCOMES

The intended outcomes of the City of Saint John's growth-related efforts and investments are to achieve new levels of employment, population and tax base growth.

INPUT FROM OTHER SERVICE AREAS AND STAKEHOLDERS

This report was assembled with the support of various colleagues from the Growth and Community Development Services, City Manager's Office, Economic Development Greater Saint John, Develop Saint John and Discover Saint John.

ATTACHMENTS

2019 Mid-Year Growth Update Power Point



Mid-Year Report: 2019 Growth Work Plan Growth Committee

August 27 2019



SAINT JOHN

It's all about GROWTH

WHO ENABLES GROWTH

- Everyone
- Common Council, Growth and Finance Committees
- City departments and agencies
- Provincial and federal counterparts
- Private and community sector partners

It's all about GROWTH

Core municipal team delivering on growth

- Economic Development Greater Saint John
- Develop Saint John
- Discover Saint John
- City Manager's Office
- Growth and Community Development Services

Celebrating 2018

GROWTH CONTINUES TO BE OUR FOCUS

80%

of the Roadmap for Smart Growth is completed.

33%

of the Population Growth Framework is completed.

Our population is estimated to grow by 1,233 residents by 2018, bringing the total to 1,233 residents by the 2016 census.

ECONOMIC DEVELOPMENT GREATER SAINT JOHN IS THE COMMUNITY'S LEAD ON EMPLOYMENT GROWTH

AS OF DECEMBER 2018, EDGSJ SUPPORTED

892

new jobs in existing businesses. Approximately **50%** are now filled.

450

new jobs from external investors. Approximately **67%** are now filled.

37

An increase of **26** in 2018.

THE LABOUR MARKET IS STRENGTHENING IN 2018

Saint John census metropolitan area (CMA) employment was up by **7,700** in March 2018 vs March 2017.

The labour market participation rate (share of adults either working or looking for work) is on the rise at **67.5%**.

Unemployment rate is down at **5.6%**.

Job Sain

WE'RE BEAUTIFYING SAINT JOHN

COMMON COUNCIL'S ROADMAP FOR SMART GROWTH PLACED FOCUS ON BEAUTIFYING SAINT JOHN IN ORDER TO ENTICE FURTHER RE-INVESTMENT

MADE POSSIBLE THROUGH VARIOUS PROGRAMS, INCLUDING

ENHANCED COMMUNITY STANDARDS PROGRAM



75

properties were cleaned up in 2018

VACANT AND DANGEROUS BUILDING PROGRAM



Closed **83**

cases, including demolitions & 50 reoccupy in 2018

BEAUTIFICATION GRANT PROGRAM



Through 13 projects, the program leveraged **\$309,565** in property owner investment in building facades in 2018

HERITAGE GRANT PROGRAM



Through 29 projects, the program leveraged **\$381,000** in property owner investment in 2018

“ My neighbourhood looks much more welcoming now! ”

OUR 2018 ACCOMPLISHMENTS

YOU ASK AND WE'LL DELIVER... AHEAD OF SCHEDULE!

The One Stop Development Shop is exceeding target turnaround times for issuing permits.

SMALL PROJECTS

(Tier 1)
Our target turnaround is **5 days**.
We're issuing permits within **3-4 days**.

MEDIUM PROJECTS

(Tier 2)
Our target turnaround is **10 days**.
We're issuing permits within **7-8 days**.

LARGE PROJECTS

(Tier 3)
Our target turnaround is **20 days**.
We're issuing permits within **9-10 days**.

ONE STOP DEVELOPMENT SHOP PERMIT VALUATION



1,200

Permit applications received

726

Building permits issued with a combined development value of over \$84.1-million

244

Plumbing permits issued



Since 2016, the success of the Urban Development Incentives Pilot Project Program is helping to grow the Central Peninsula.

\$655,000

invested into the program will generate an estimated \$7.3-million in construction activity and 71 new units.



Substantial progress was made to complete a Neighborhood Plan for the Central Peninsula with adoption expected in 2019.

Engagement of over 1,100 people!



Develop Saint John celebrated its 1st Anniversary.

They achieved a portfolio of 55 active projects valued at approximately **\$463.5-million** in potential tax base growth. Ten projects have been completed to date, directly supporting tax base growth of **\$29.6-million**.



The City is embracing smart growth with **93%** of building permit activity occurring within the City's Primary Development Area.

The City is seeing new residential development. Approximately 100 residential units were processed through the One Stop Development Shop.

Vacancy rates are at an all-time low! Lower available rental units means demand is high and development in the city is active.



Total Vacancy Rate
Vacancy for newly built or renovated units since 2000

	2013	2018
Total Vacancy Rate	11.3%	3.7%
Vacancy for newly built or renovated units since 2000	6.7%	1.1%

2019 Growth Projects

#	Status	Project	Lead	Timeline
1	COMPLETE	Completion of the sustainability working group report	CM	Q3
2	ACTIVE	Preparation and development associated with destination marketing fund	CM	Q3
3	ACTIVE	Deliver recommendations on a new aligned economic development model for Saint John	CM	Q3
4	ACTIVE	Begin the implementation of the Succeed and Stay Project and continuation of Population Growth Framework	GCDS	2021
5	ACTIVE	Finalize Neighborhood Plan for the Central Peninsula	GCDS	Into 2020
6	ACTIVE	Finalize Heritage By-Law Amendments	GCDS	Into 2020
7	ACTIVE	Enhanced customer service: (1) customer centric OSDS; (2) barrier reduction; (3) process improvement	GCDS	Q4

2019 Growth Projects

#	Status	Project	Lead	Timeline
8	COMPLETE	Filling unfilled jobs	EDGSJ	Q3
9	ACTIVE	Pursue three catalytic growth infrastructure projects	Develop SJ/ GCDS	Q4
10	ACTIVE	Introduce new City Hall	CI	Update in Q4
11	ACTIVE	Introduce new City website	IT	Q1 of 2020
12	ACTIVE	Develop and implement strategic communications framework	CM	Q4
13	COMPLETE	Submit application to transfer local immigration partnership to the City of Saint John	GCDS	Q2

2019 Growth Projects

#	Status	Project	Lead	Timeline
14	ACTIVE	Finalization of Roadmap for Smart Growth projects	GCDS	Q4
15	COMPLETE	Recommend renewal and updates to Development Incentive Program	GCDS	Q2
16	COMPLETE	Recommend enhancements to the Heritage Development Grant funding and policies	GCDS	Q2
17	DEFERRED TO 2020	Digital rendering of Neighborhood Plan	GCDS	2020

✓	5	29%	Complete
➤	11	65%	Active
X	1	6%	Deferred

Organization	2019 Growth Year-End Targets	2019 Mid-Year Update
Economic Development Greater Saint John	• Increase in employment – from 62,500 to 64,062	Employment (seasonally adjusted) for June 2019: 66,400 • 7% change in employment since June 2018
	• Increase in labour force – from 66,600 to 68,265	Labour force (seasonally adjusted) for June 2019: 70,500 • 7% change in labour force since June 2018
	• Increase GDP 0.5% greater than provincial GDP	No mid-year update; Assessed Annually
	• Increase in Consumer Confidence – from 99.1% to 100.1%	No mid-year update; Assessed Annually
Develop Saint John	• Support \$50 million in tax base growth	• \$6.7M Under construction • \$10.1M Applications under review • \$100M in the pipeline that will flow over into 2020
Discover Saint John	• 2% Visitor Growth	• Data is available only at year-end (2018 – 1.716 million visitors)
	• Membership growth	• YTD – 521 (2018 - 508 members)
	• 2% New Contracts Generated (meetings and conventions) and maintain current database	• DSJ has 231 contracts generated for meetings and conventions as of Q2, which surpasses their annual target of 200.
	• Increase estimated economic impact as a result of DSJ’s successful bids for major events, meetings, conventions, sports events by 2%	• Data is available only at year-end (2018 \$282 million)
	• Achieve growth in signed contracts for future hosting 26	• YTD successful bids is \$2.2 million for future business

Organization	2019 Growth Year-End Targets	2019 Mid-Year Update
Growth & Community Development Services	<ul style="list-style-type: none">Permit Turnaround:<ul style="list-style-type: none">Tier 1-5 daysTier 2-10 daysTier 3-20 days	<ul style="list-style-type: none">Permit Turnaround:<ul style="list-style-type: none">Tier 1 - 4 daysTier 2 - 7 daysTier 3 - 9 days
	<ul style="list-style-type: none">Vacant and Dangerous Buildings Program - 75 resolved cases	<ul style="list-style-type: none">43 Resolved cases
	<ul style="list-style-type: none">Community Standards Program - 25 resolved cases	<ul style="list-style-type: none">74 Resolved Unsightly Premises Cases
	<ul style="list-style-type: none">Development Grant- \$150,000 of leveraged investment/20 projects	<ul style="list-style-type: none">Beautification Grant: Estimated \$68,185 private investment leveraged through 10 projects so far this yearIncentive Program: 9 Inquiries and estimated 2-3 projects for 2019 (over \$3 million in estimated investment)
	<ul style="list-style-type: none">Heritage Grant- \$240,000 of leveraged investment/20 projects	<ul style="list-style-type: none">\$1,112,809 of leveraged investment/33 projects
	<ul style="list-style-type: none">Population Growth – Admission of 1,075 PRs / net population increase	<ul style="list-style-type: none">Admission of 485 PRs / net population increase as of June 30th, 201918% increase YTD from 2018
City of Saint John	<ul style="list-style-type: none">Produce 20 growth improvements and 20 customer service enhancements within municipal departments <div>27</div>	<ul style="list-style-type: none">Produced over 10 growth and 10 customer service improvements across municipal departments and on track to reach year-end target.Regularly updating Common Council on progress

GROWTH COMMITTEE REPORT

M&C No.	# on Sharepoint
Report Date	August 21, 2019
Meeting Date	August 27, 2019
Service Area	Growth and Community Development Services

His Worship Mayor Don Darling and Members of Common Council

SUBJECT: Sponsorship Request: New Brunswick Community College – Orientation Week Activities

OPEN OR CLOSED SESSION

This matter is to be discussed in open session of Growth Committee.

AUTHORIZATION

Primary Author	Commissioner/Dept. Head	City Manager
<i>David Dobbelsteyn</i>	<i>Jacqueline Hamilton / Phil Ouellette</i>	<i>John Collin</i>

RECOMMENDATION

That this report be received and filed.

EXECUTIVE SUMMARY

The NBCC Student Union sent a letter to Common Council on July 11th 2019 requesting that the City Host a barbecue and fun fair during NBCC's orientation week; Council referred this request to the Growth Committee.

For reasons outlined in the report, and specifically due to other events already planned this year, staff do not recommend the City sponsor an additional event during orientation week.

PREVIOUS RESOLUTION

Common Council Referral: July 29, 2019

Moved by Deputy Mayor McAlary, seconded by Councillor Sullivan:
RESOLVED that the Sponsorship Request: New Brunswick Community College – Orientation Week Activities be referred to the Growth Committee.

STRATEGIC ALIGNMENT

Growth and Prosperity:

- Promote Saint John as a community to live, work and play to grow the residential tax base

Valued Service Delivery:

- Explore service improvements through innovation, technology and developing partnerships with other organizations.

REPORT

The NBCC Student Union sent a letter to Common Council on July 11th 2019 requesting that the City host a barbecue and fun fair during NBCC's orientation week; Council referred this request to the Growth Committee.

The City hosted a welcome event and barbecue for newcomers earlier this summer at Dominion Park. The City is also hosting the second annual thanksgiving mixer for international students this October. City staff are currently working with our post-secondary schools and settlement agencies to coordinate this mixer.

Staff have spoken with the NBCC Student Union and confirmed that the orientation week barbecue is for all new NBCC students, and is scheduled on or around September 3rd. As a point of clarity, NBCC has not reached out to the City for assistance, but rather the student union has requested the City's sponsorship. NBCC has already budgeted for activities during Orientation Week, including the barbecue.

The Saint John Newcomer Centre, which provides services to international students, is also hosting a barbecue on September 7th during orientation week.

The *Population Growth Framework* envisions the City hosting more welcome events in the coming years. Staff recommend the City's provide in-kind participation in any orientation if requested (e.g. that the Mayor be present).

For these reasons, staff do not recommend that the City financially sponsor an additional event during the Fall 2019 orientation week. City staff will contact the NBCC Student Union and engage their support for the Thanksgiving Mixer.

ATTACHMENTS

NBCC.pdf



July 11, 2019

City of Saint John
Mayor & Council
15 Market Square
PO Box 1971 Saint John, New Brunswick
E2L 4L1



Dear Mayor Darling and City Councilors:

The students of the New Brunswick Community College (NBCC) Saint John have asked that I act on their behalf to request support from you for our Orientation 2019 which will begin on September 3rd, 2019.

NBCC Saint John has 1273 new students coming, with 750 of our full time students coming from outside the Saint John region. With each student spending approximately \$10,000 per year for their education and living expenses, we estimate that \$7,500,000 is brought into the Saint John region annually from students outside the Greater Saint John area. Furthermore, the students who are from Saint John area and stay here to pursue postsecondary education keep another \$5 million dollars in our city. This translates to \$12.5 million being brought or kept in Saint John each year as a result of NBCC students.

In other regions of our province, cities and towns host a recognition/welcome event for the NBCC students in their area. This has been in the form of a parade, barbeque, or meet and greet. In talking with my colleagues at other campuses, the responses and sense of being in a community that extends beyond the campus have been very positive.

On behalf of the NBCC Saint John Student Union, I would like to request that the City of Saint John host a barbecue and fun fair during our Orientation Week activities. This could be on campus or within walking distance of the campus. The estimated cost is \$1000 to cover the cost of hot dogs, hamburgers, pop, and rental of picnic tables and the carnival games.

I thank you in advance for your attention to this request. If you require any further information or have any questions, please feel free to contact me.

With warm regards,

Chayla Heath
Orientation Assistant, NBCC Saint John Student Union
Tel: 506-658-5501
Email: cheath@unb.ca



TAKING SHAPE
LA VISION PREND FORME
CENTRAL PENINSULA / PÉNINSULE CENTRALE

Central Peninsula Plan Information Session

August 27, 2019



Central Peninsula Plan Area



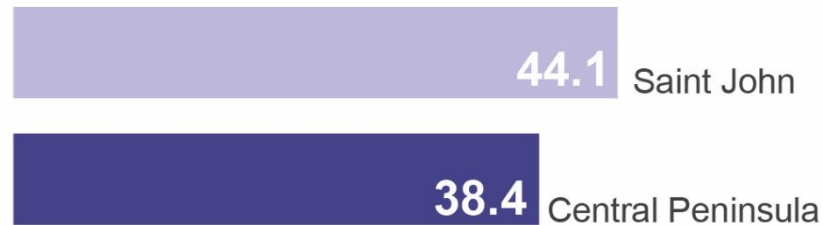
Central Peninsula

Demographics

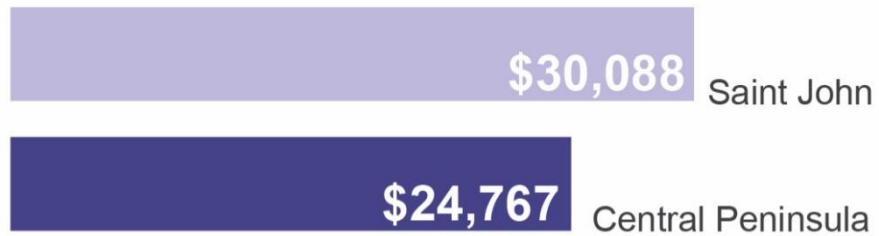
POPULATION



MEDIAN AGE



MEDIAN INDIVIDUAL INCOME

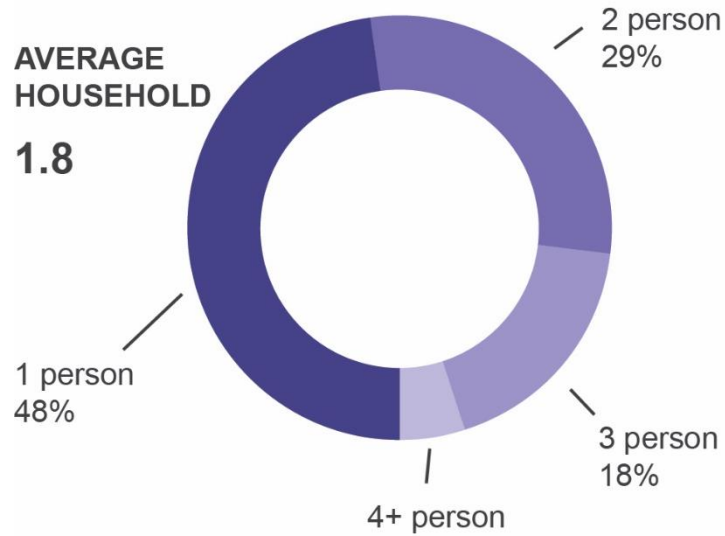


Central Peninsula

Demographics

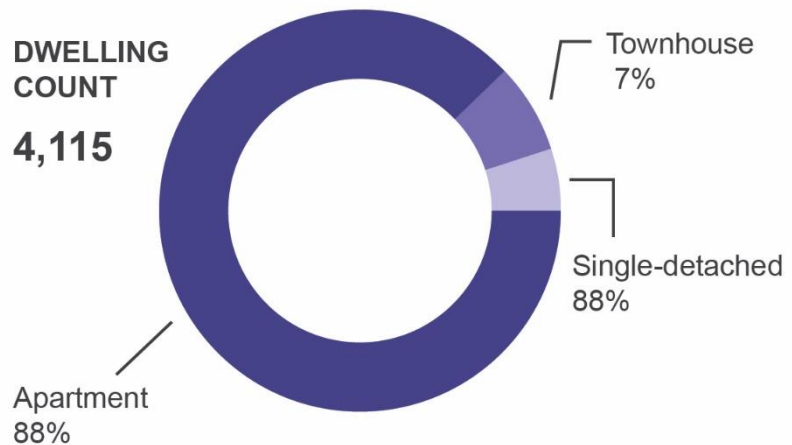
HOUSEHOLD SIZE

AVERAGE
HOUSEHOLD
1.8



DWELLING TYPE

DWELLING
COUNT
4,115



INITITIATING THE DIALOGUE

April - May 2017

URBAN ANALYSIS

June - July 2017

VISIONING

July - Nov 2017

DRAFT PLAN DEVELOPMENT

Nov - Dec 2018

FINALIZING THE PLAN

Jan - Dec 2019



Summary of
Community Perspectives



Analysis of Existing Conditions



Directions for the Future



Growth Concepts
Neighbourhood Policies
Action Strategy



Central Peninsula

Engagement Results

1,854



UNIQUE
VISITORS

500+

ONLINE
COMMENTS



165

FOLLOWERS



17



STAKEHOLDER
MEETINGS

OVER

70



PARTICIPANTS

138



SURVEY
PARTICIPANTS

1,110+

PEOPLE ENGAGED

2,000+

COMMENTS



32



INTERVIEWS WITH
DEVELOPERS,
INVESTORS AND
PROPERTY OWNERS

10+



"POP-UP" EVENTS
AROUND THE
PENINSULA



Central Peninsula

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 Central 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 recreate with an **evolving offering of amenities and resources**. As the City continues to grow, the Central Peninsula will emerge as **the reinvigorated heart of the Region** and set itself firmly at the top of places to live in the Maritimes.*



Central Peninsula

30 Year
Growth Targets

1,200



NEW RESIDENTIAL UNITS

2,400-3,000



NEW RESIDENTS

350



NEW BUSINESSES

4,000



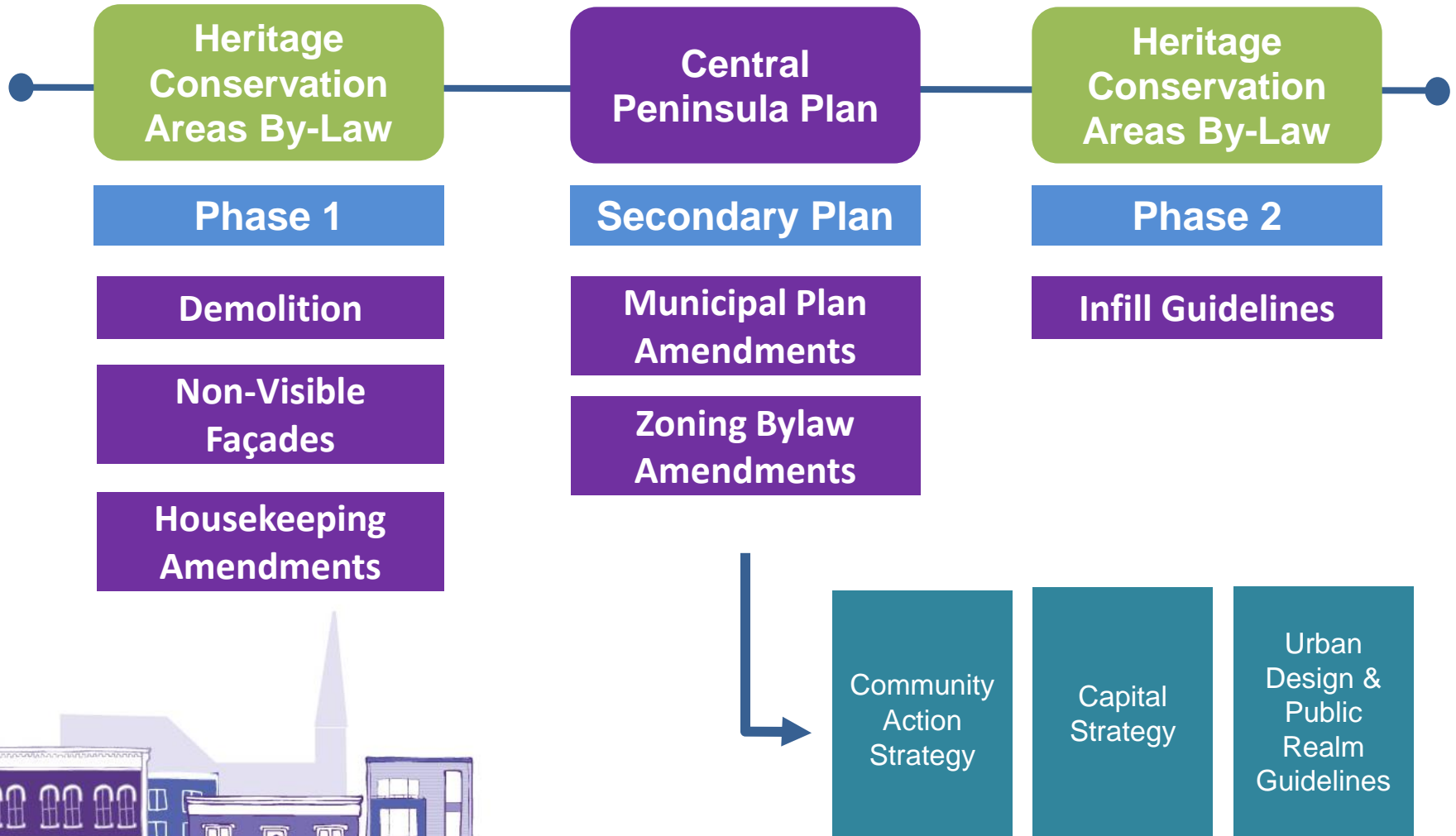
ADDITIONAL JOBS

\$350,000,000

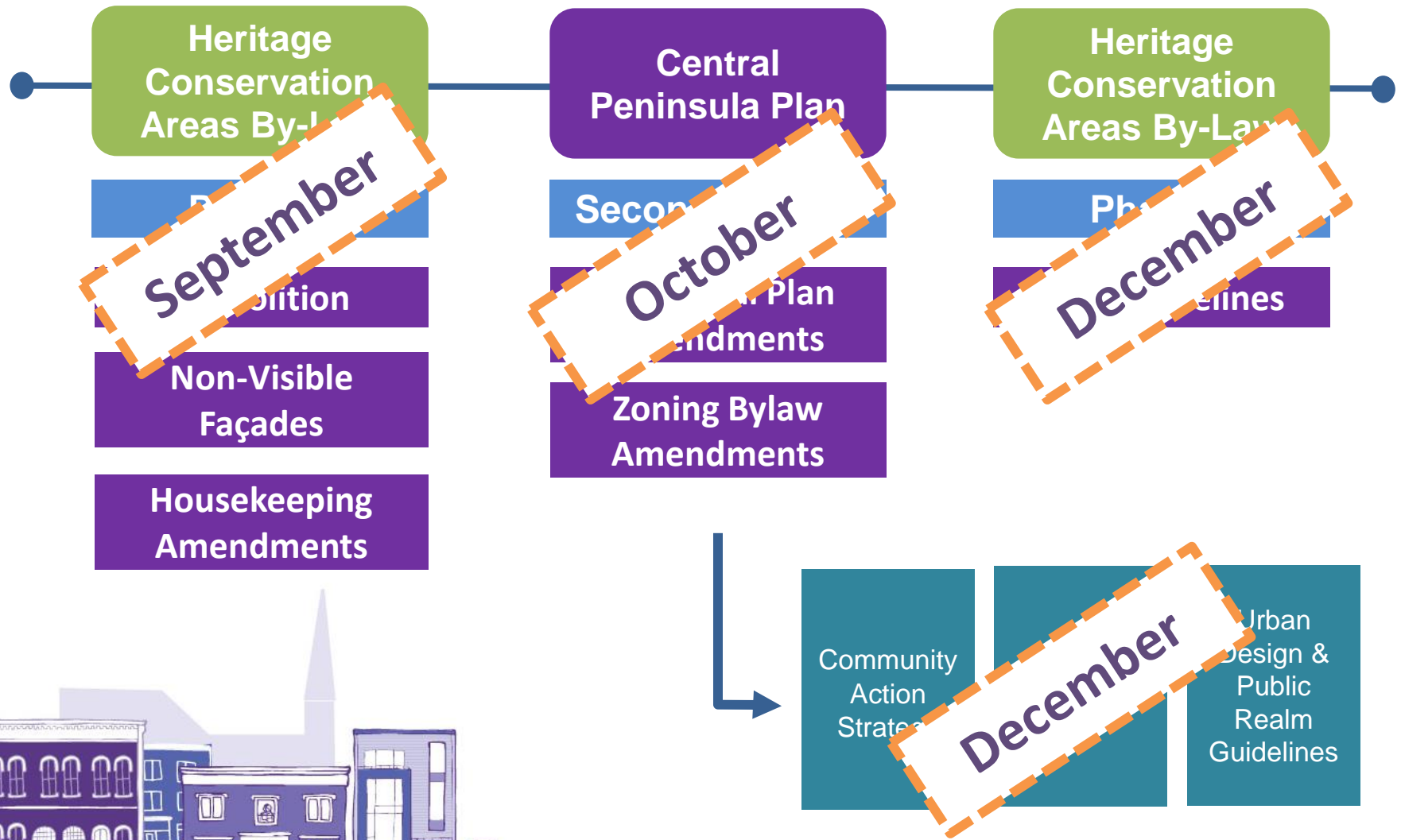
IN NEW TAX BASE



THE CENTRAL PENINSULA PLAN PROJECT

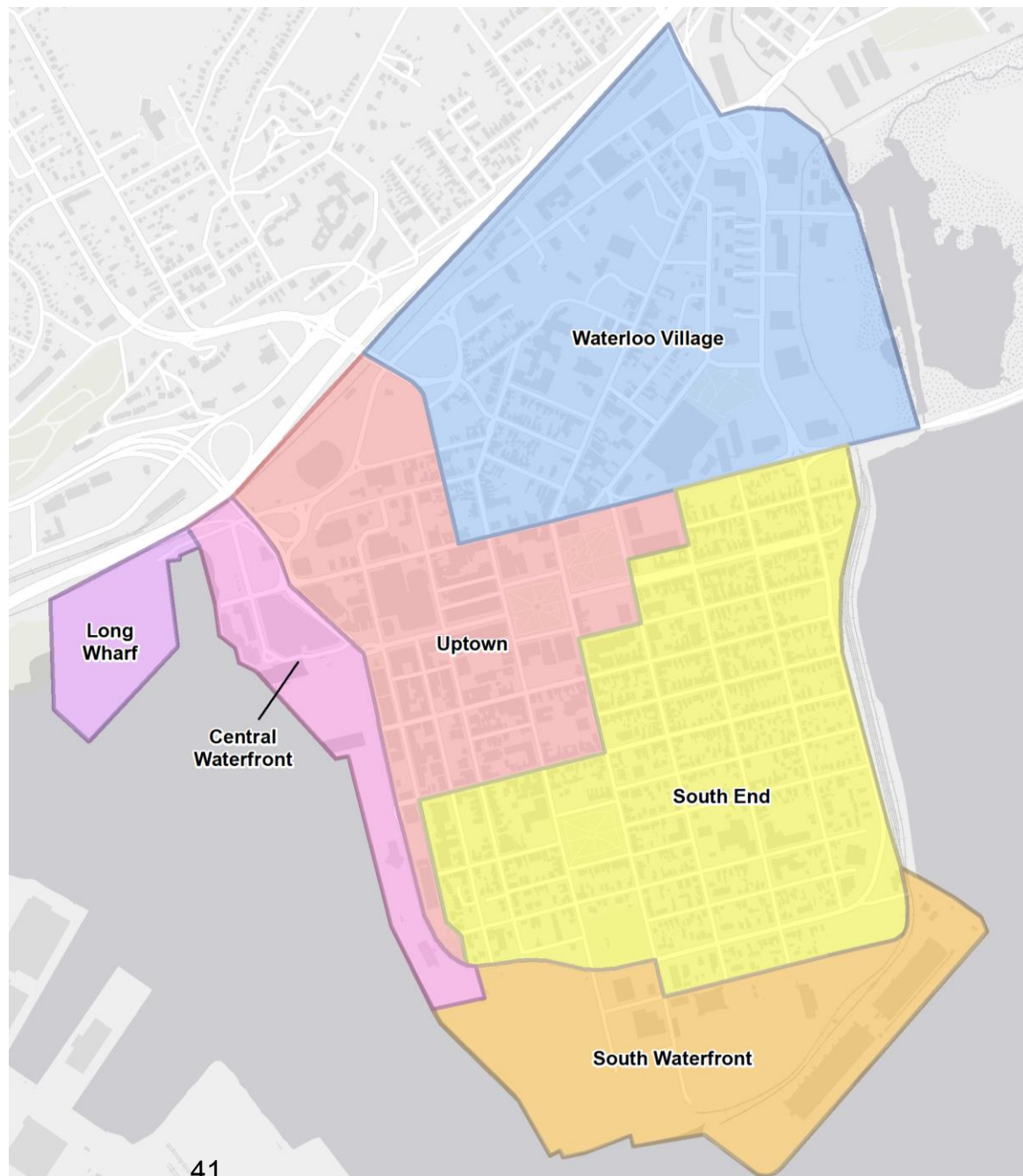


THE CENTRAL PENINSULA PLAN PROJECT



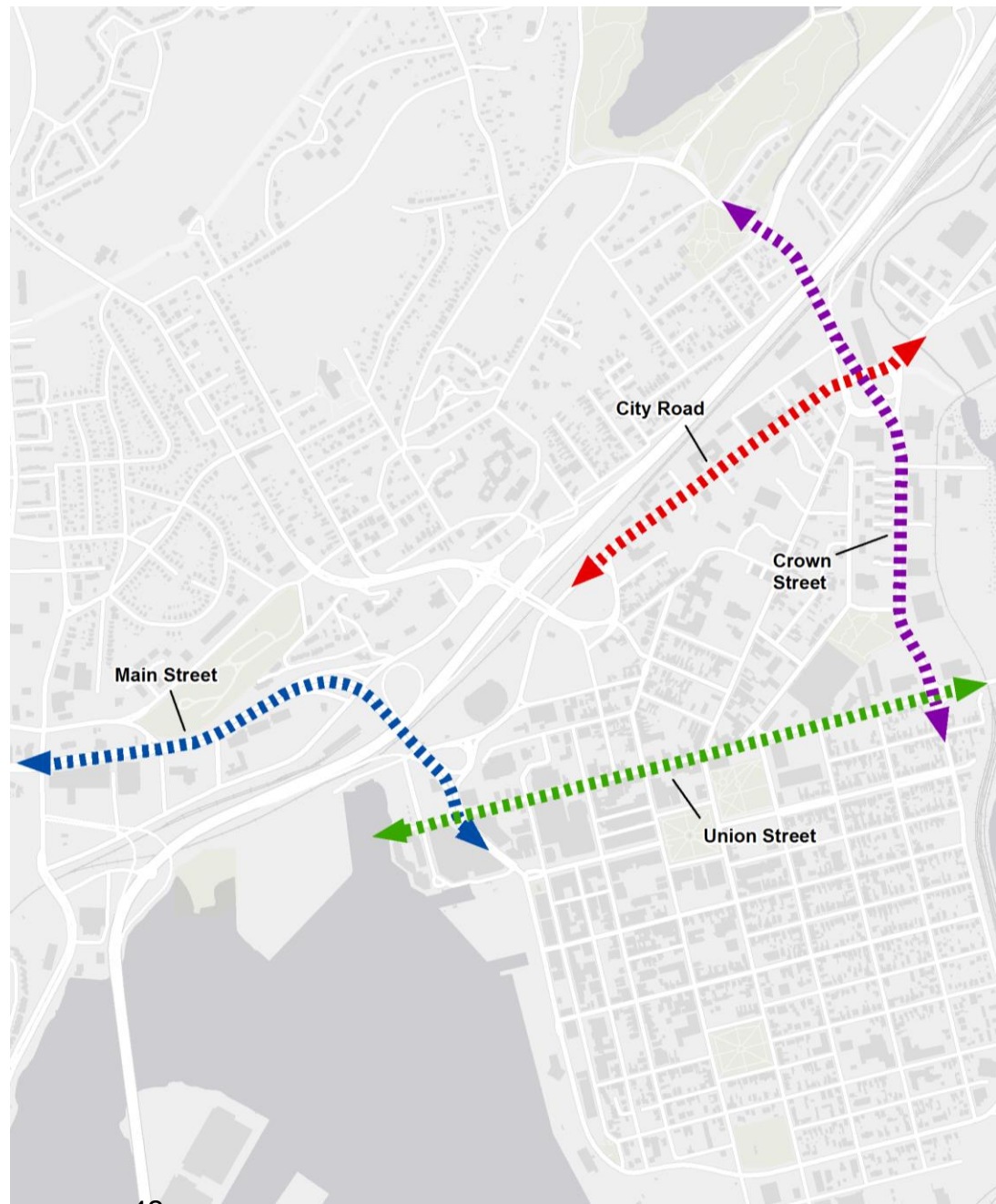
Central Peninsula Plan Area

Neighbourhoods
and Important
Waterfront Spaces



Central Peninsula Plan Area

Important Corridors



Central Peninsula Plan

Components of the Plan

Neighbourhood Plans

Uptown

South End

Waterloo Village

Corridor Treatments

Main St

Union St

Crown St

City Rd

Building & Design Direction

Building Height & Massing

Stepbacks

Streetwall

Pedestrian Oriented Streets

Community Action Framework

Direction for City-Led Action

Implementation

5 Year Action Plan

Monitoring Framework



Uptown

Neighbourhood Plan Example

Uptown Core

Central Waterfront

Long Wharf

Trinity Royal



Uptown Core

Neighbourhood Description

Neighbourhood Direction

Design Characteristics

Growth Concepts

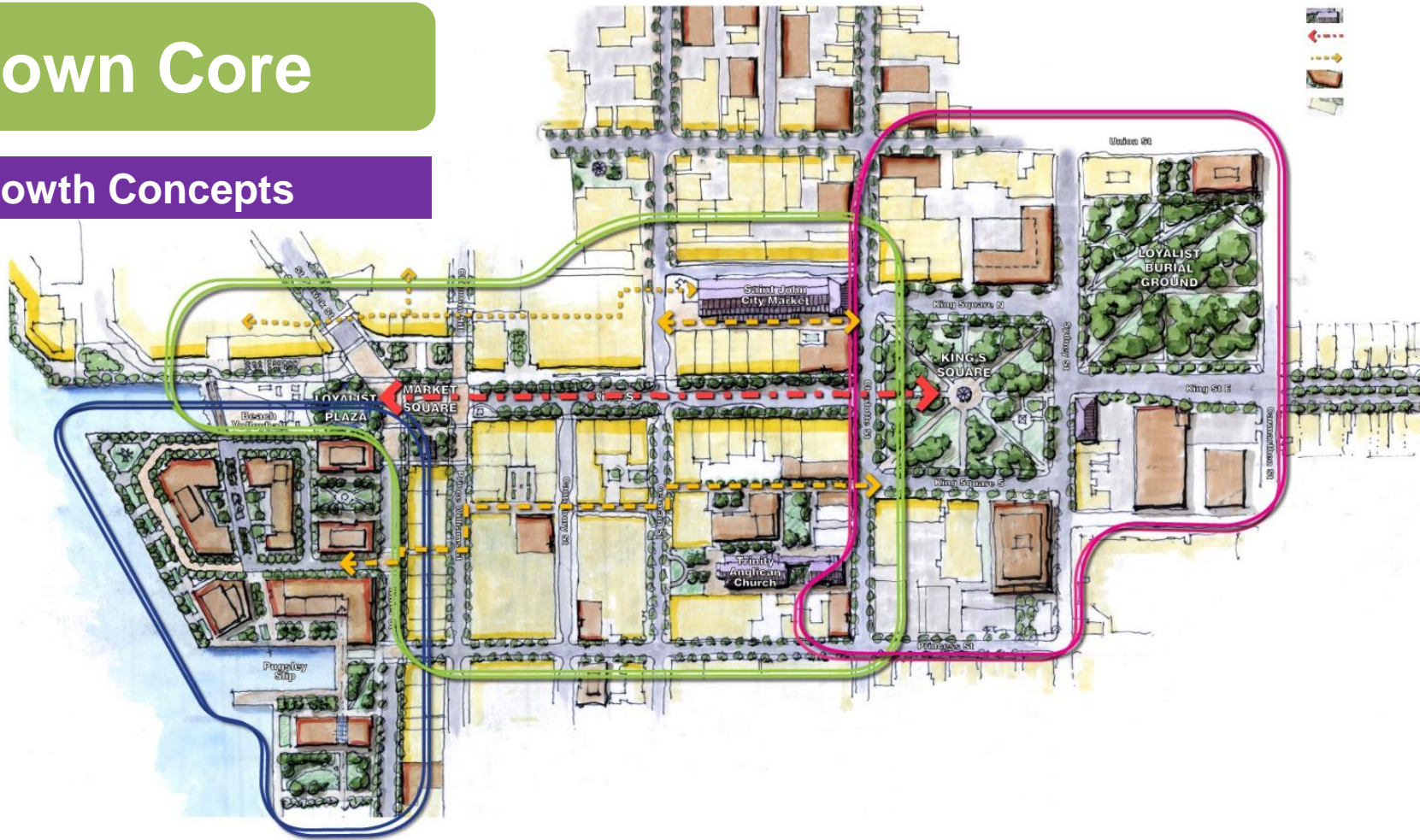
Policies & Proposals

Actions & Outreach



Uptown Core

Growth Concepts



Uptown Core

Actions & Outreach

Preparation of a Waterfront Tourism Strategy

Phased approach to the resolution of the existing noise issue

Enhance existing or adopt new programs to encourage street level box planters and window box planters

Uptown Office Strategy

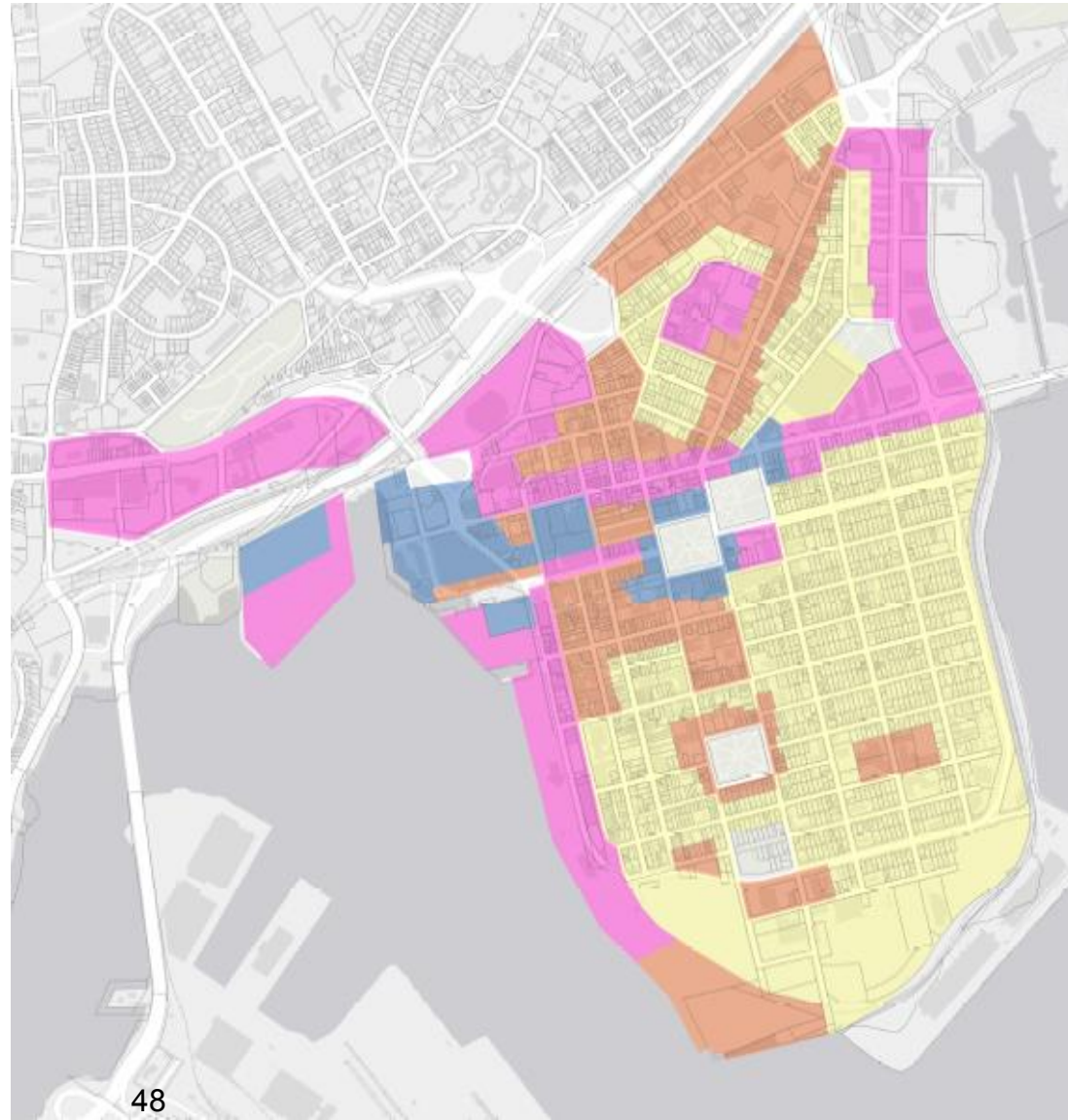
Uptown Commercial Market Study and Business Recruitment Strategy



Building & Design

Building Height

Step Backs



Community Action Framework



CITY BEAUTIFUL



CITY CONNECT



CITY GREEN



CITY FORWARD



CITY PROSPEROUS



CITY VIBRANT



Implementation

5 Year Plan (Sample)

		2019	2020	2021	2022	2023	2024	2025
1. Review And Revise Development Incentive Program	◇							
2. Residential Market Study	◇							
3. Fundy Quay Call For Expression Of Interest	◇							
4. Harbour Passage Broad Street Extension	◆							
5. Uptown Noise Strategy	◇							
6. Public Art Guidelines	◇							
7. Coordinate Recreational And Community Infrastructure Around New Central Peninsula School	♣							
8. One Stop Street Closure Policy For Events And Festivals	◇							
9. Permanent Design Improvements To South Market Street	◆							
10. Rainbow Park Master Plan Implementation (Playground, Lighting, Landscaping, And Community Garden Improvements)	◆							
11. City Market Outdoor Patio Space And Pedestrianize South Market Street.	◇							
12. Coordination Of Neighbourhood Action Team And Community Action Strategy	◇							
13. Loyalist Plaza Concept And Improvements	♣							
14. Fundy Quay Site Preparation, Development And Harbour Passage Extension	♣							
15. Relocate Saint John Energy Substation	♣							
16. Support Development Of New South End School	◆							
17. Arts and Culture Framework								
18. Market Square / City Hall Exterior Improvements	◆							
19. Public Space Events And Programming Evaluation	◇							



Implementation

Monitoring Strategy

Number of residential units – market and affordable, added yearly

Number of businesses added yearly

Population by census tract

Employment numbers including employment rates by residential address

Changes in tax base by census

Average assessed property value by neighbourhood

Number of visitors

Pedestrian counts



Heritage Conservation Areas By-Law

Phase 1 & 2 Amendments



Heritage By-Law

Phase One:

All planned revisions except Infill (Phase 2)

Three externally requested amendments

- Request for Removal – King Street West HCA
- Request for Designation – 152 Watson Street
- Site-Specific Height Amendment – The Telegraph



Heritage By-Law

Phase One:

Housekeeping

Revision of
Definitions

Correction of
Schedules

Exemptions

Non-Visible Façades

Rears of Buildings,
Parts of Side Walls

Windows & Doors
(no change in size)

Stairs, Decks, Fences,
Siding

Signage

Demolition

Clarity of Process

Two Paths to Permit

No Public Benefit

Listing for Sale

Public
Advertisement

Illegal Demolition



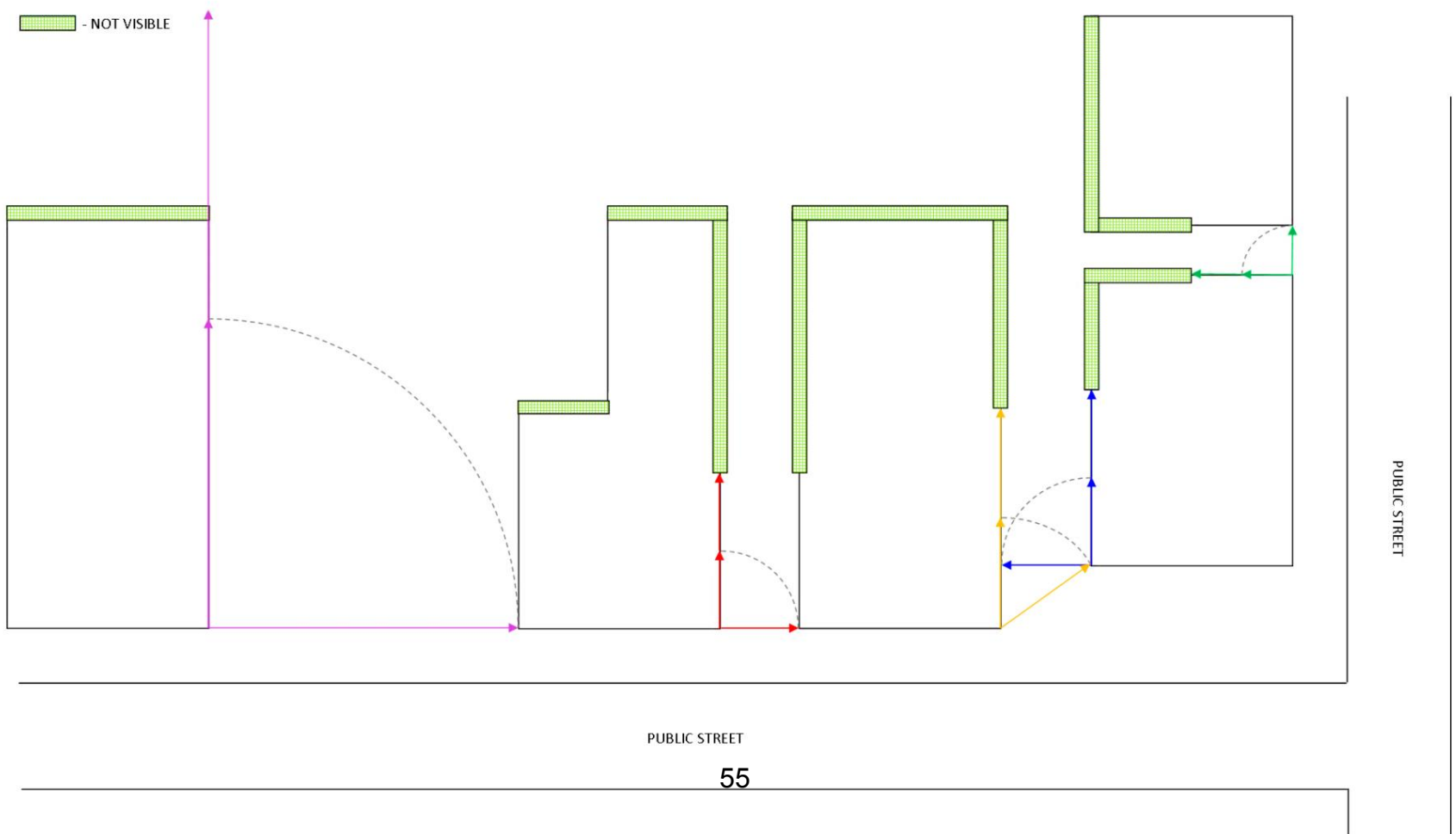
Heritage By-Law

Exemptions

No Heritage Permits
required for:

Windows & Doors
(no change in size)

Stairs, Decks,
Fences, Siding



Heritage By-Law

Demolition

HERITAGE PERMIT APPLICATION FOR DEMOLITION NO. YY-XXXX

100 EXAMPLE STREET—PID 12345678

Applicant has applied to the City of Saint John for permission to demolish all buildings and structures at the above noted address.

End of Required 12 Month Listing Period: **Day Month Year**

Listing Agent, Realty Office

Phone Number

Email

**FURTHER INFORMATION MAY BE OBTAINED AT:
HERITAGE CONSERVATION, 10th FLOOR, CITY HALL, 506-658-2835**



Heritage By-Law

Phase Two:

Repeal of Existing Infill Standards

Introduction of New Infill Guidelines

- Allows for a range of architectural design
- More traditional designs require no extra analysis
- Highly contemporary designs are reviewed by the Heritage Development Board and by Council for an amendment

Overall building height lives in the Zoning By-Law



Heritage By-Law

Phase Two - Infill:

Tier 1



Rhythms, patterns, designs and materials based on historic architecture, but not duplicates of heritage buildings.

Tier 2



Contemporary design introduced, but historic influence in building composition and materials.

Tier 3



Intentionally contemporary, may take limited cues, or none at all, from historic architecture.

Heritage By-Law:

Phase Two - Infill:

Tier 1

Heritage
Development Board



Tier 2

Heritage
Development Board

Heritage Impact
Statement



Tier 3

Recommendation for
Amendment

Heritage Impact
Assessment

Third-Party Peer
Review



What's Changed

A new progressive 30 year vision

Aspirational growth concepts

Clarity and simplicity on key design features

Partnering with community organizations

Modernization of Heritage and Development approval processes

Strategic capital planning

Targeted measurements of progress



Acknowledgments

Neighbourhood Action Team

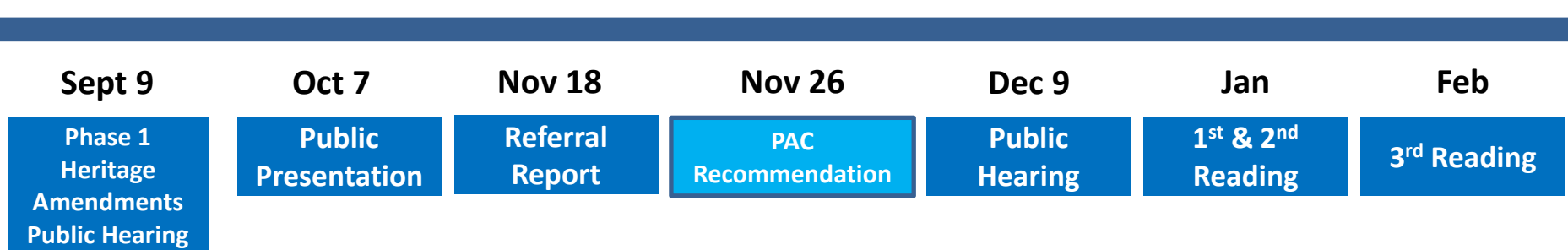
Stakeholder Working Group

Project Steering Committee



Public Engagement & Decision Points

Public Engagement



Decision Points



CENTRAL PENINSULA PLAN AND HERITAGE BY-LAW INFORMATION SESSION

August 27, 2019
5p.m. — 7:30p.m.
Market Square

TAKING SHAPE

CENTRAL PENINSULA
UPTOWN • SOUTH END • WATERLOO VILLAGE



Patrimoine
SAINT JOHN
Heritage

Join us for updates on upcoming
amendments to the Heritage
By-law and the progress of the
Central Peninsula Plan.

PRESENTATION
AT 5:30 P.M.

