



**TAKING SHAPE**  
**LA VISION PREND FORME**  
CENTRAL PENINSULA / PÉNINSULE CENTRALE

# Central Peninsula Plan Information Session

August 27, 2019



# Central Peninsula Plan Area



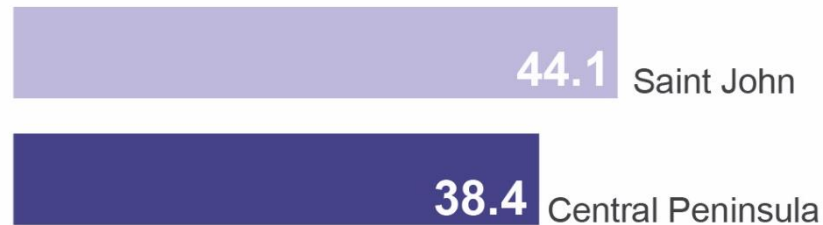
# Central Peninsula

## Demographics

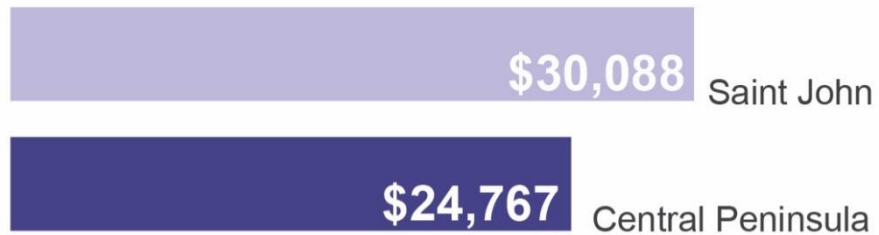
### POPULATION



### MEDIAN AGE



### MEDIAN INDIVIDUAL INCOME

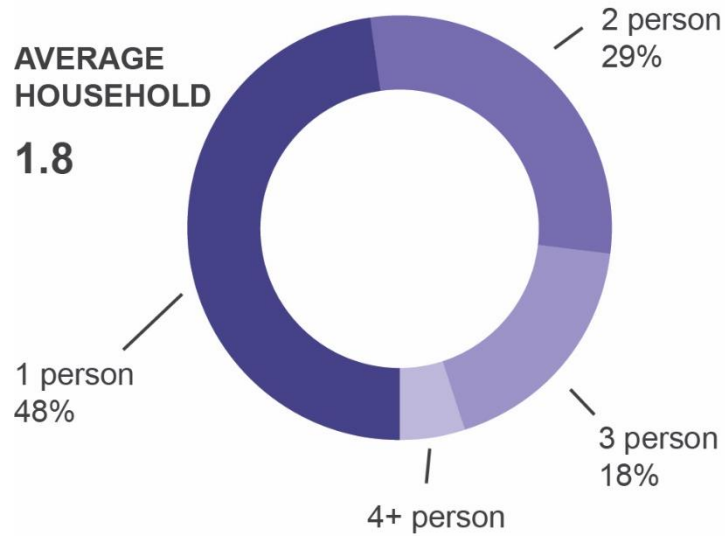


# Central Peninsula

## Demographics

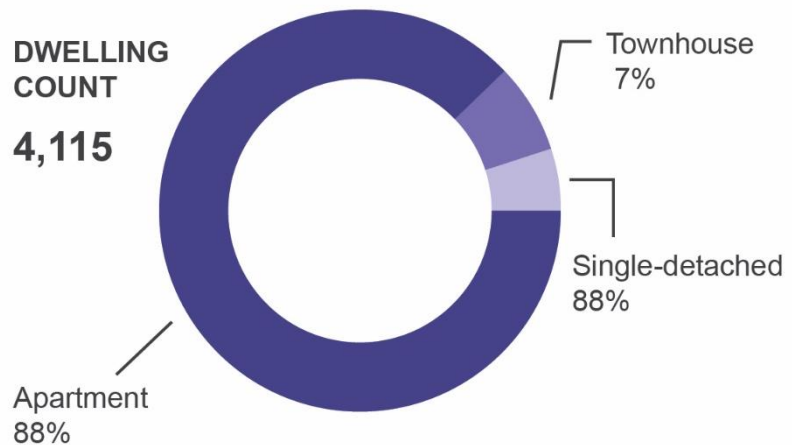
### HOUSEHOLD SIZE

AVERAGE  
HOUSEHOLD  
1.8



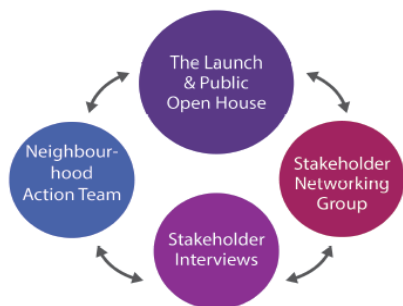
### DWELLING TYPE

DWELLING  
COUNT  
4,115



## INITITIATING THE DIALOGUE

April - May 2017



Summary of  
Community Perspectives

## URBAN ANALYSIS

June - July 2017



Analysis of Existing Conditions

## VISIONING

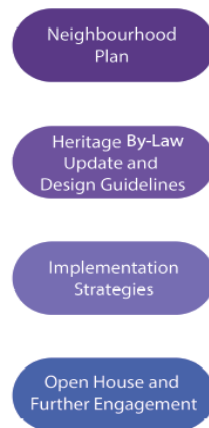
July - Nov 2017



Directions for the Future

## DRAFT PLAN DEVELOPMENT

Nov - Dec 2018



Growth Concepts  
Neighbourhood Policies  
Action Strategy

## FINALIZING THE PLAN

Jan - Dec 2019

Final review,  
presentation to  
the public, and  
adoption of the plan





# 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

Heritage  
Conservation  
Areas By-Law

Phase 1

Demolition

Non-Visible  
Façades

Housekeeping  
Amendments

Central  
Peninsula Plan

Secondary Plan

Municipal Plan  
Amendments

Zoning Bylaw  
Amendments

Heritage  
Conservation  
Areas By-Law

Phase 2

Infill Guidelines

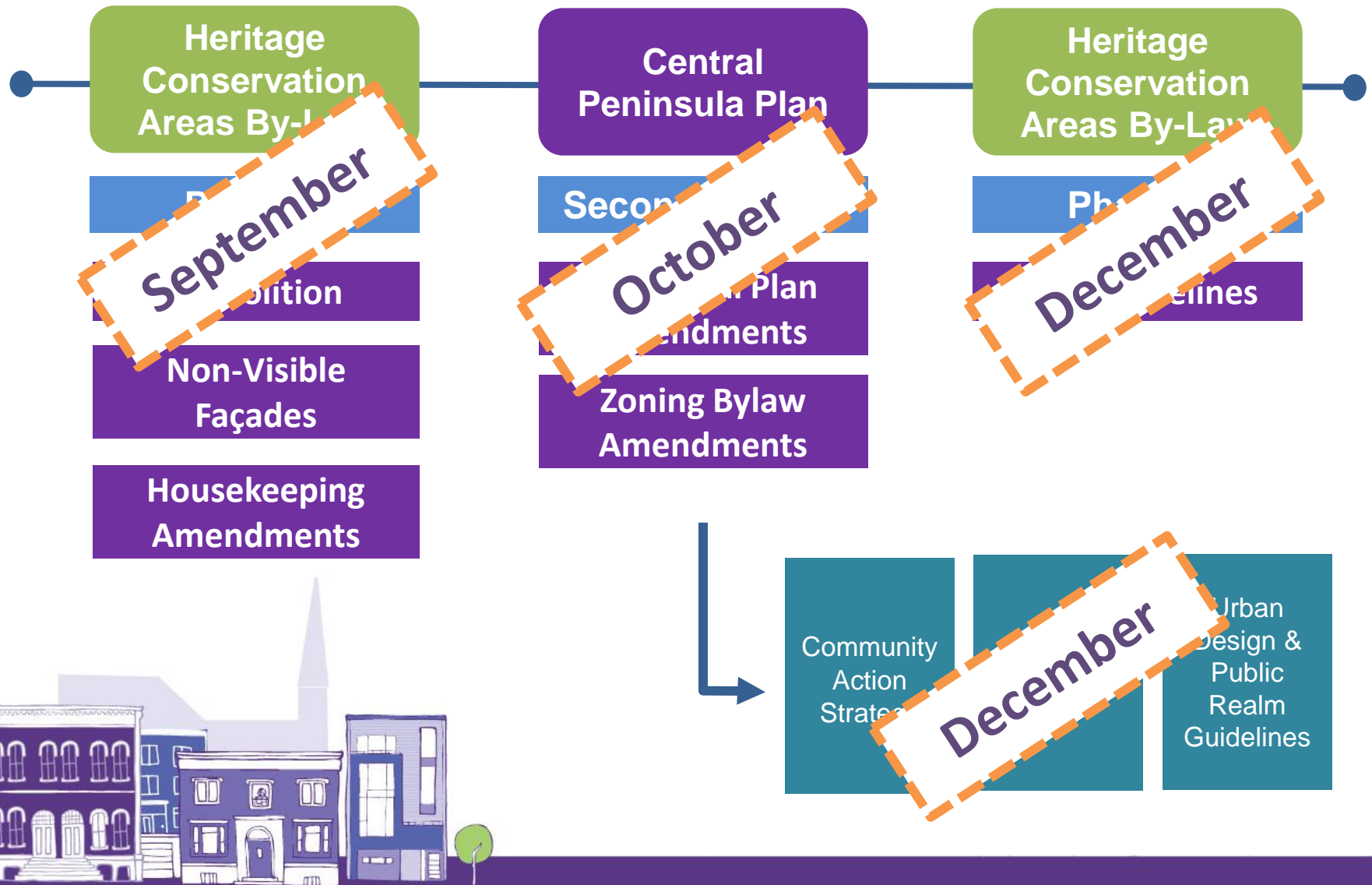
Community  
Action  
Strategy

Capital  
Strategy

Urban  
Design &  
Public  
Realm  
Guidelines



# THE CENTRAL PENINSULA PLAN PROJECT



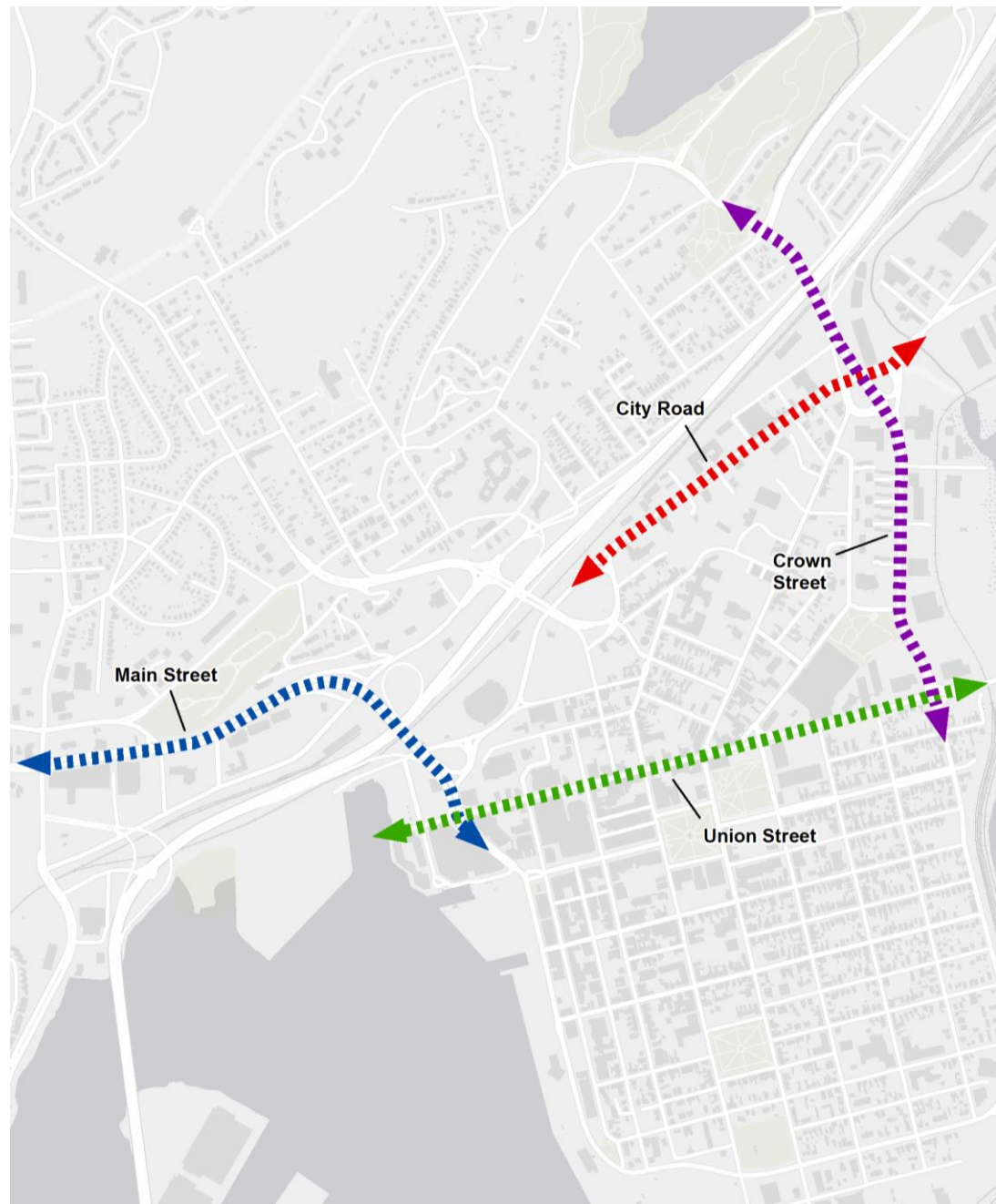
# Central Peninsula Plan Area

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

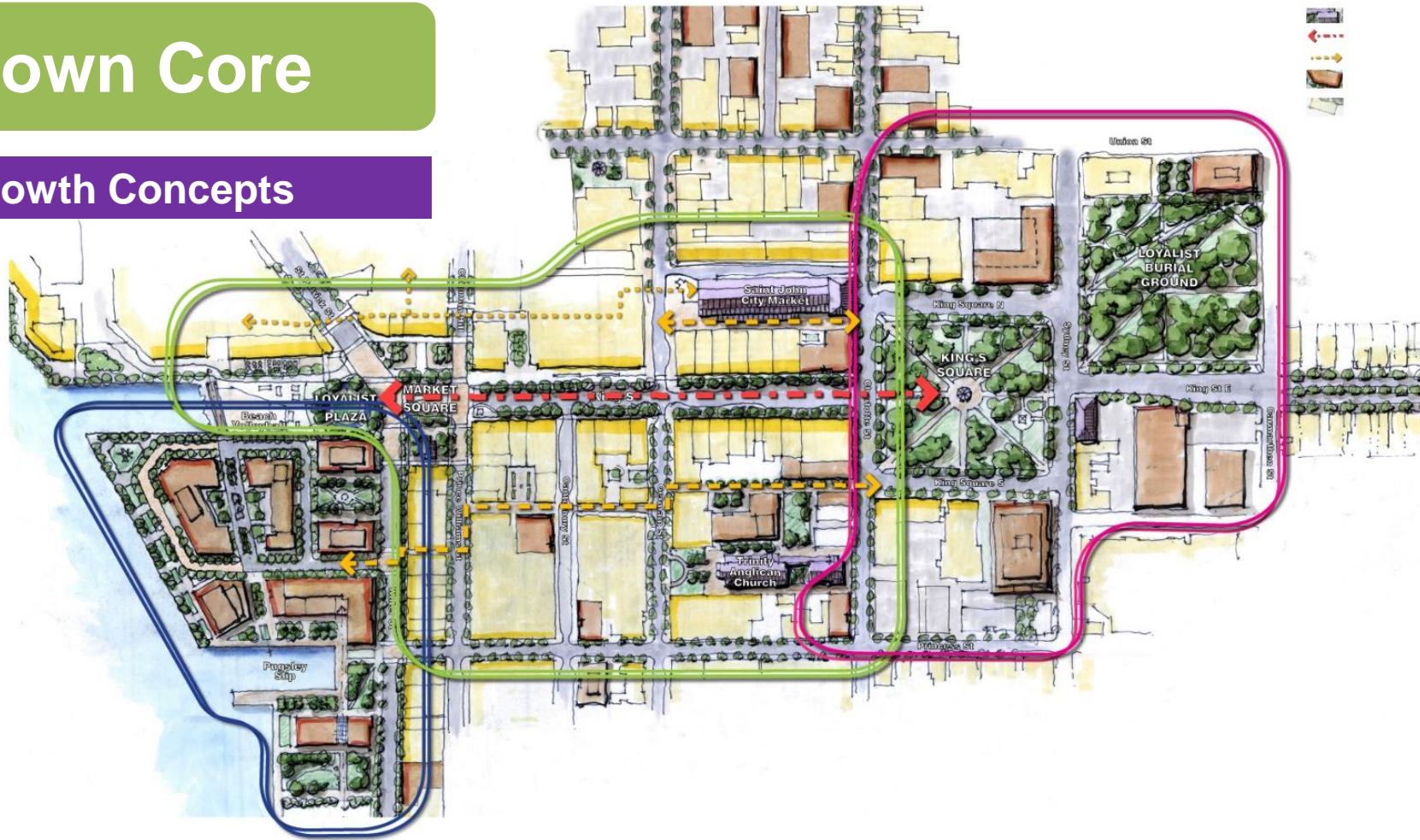
Policies & Proposals

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

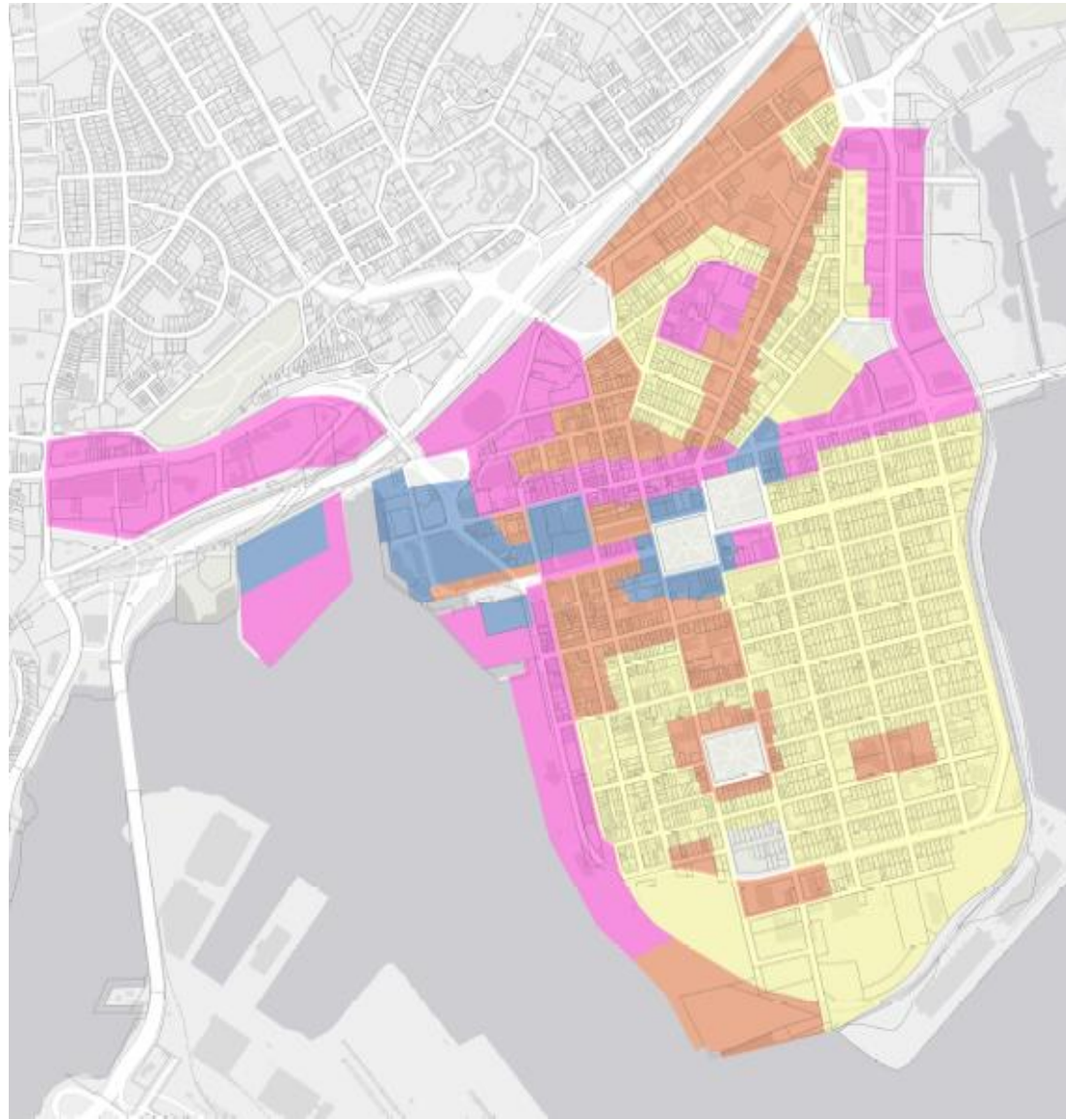




# Building & Design

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



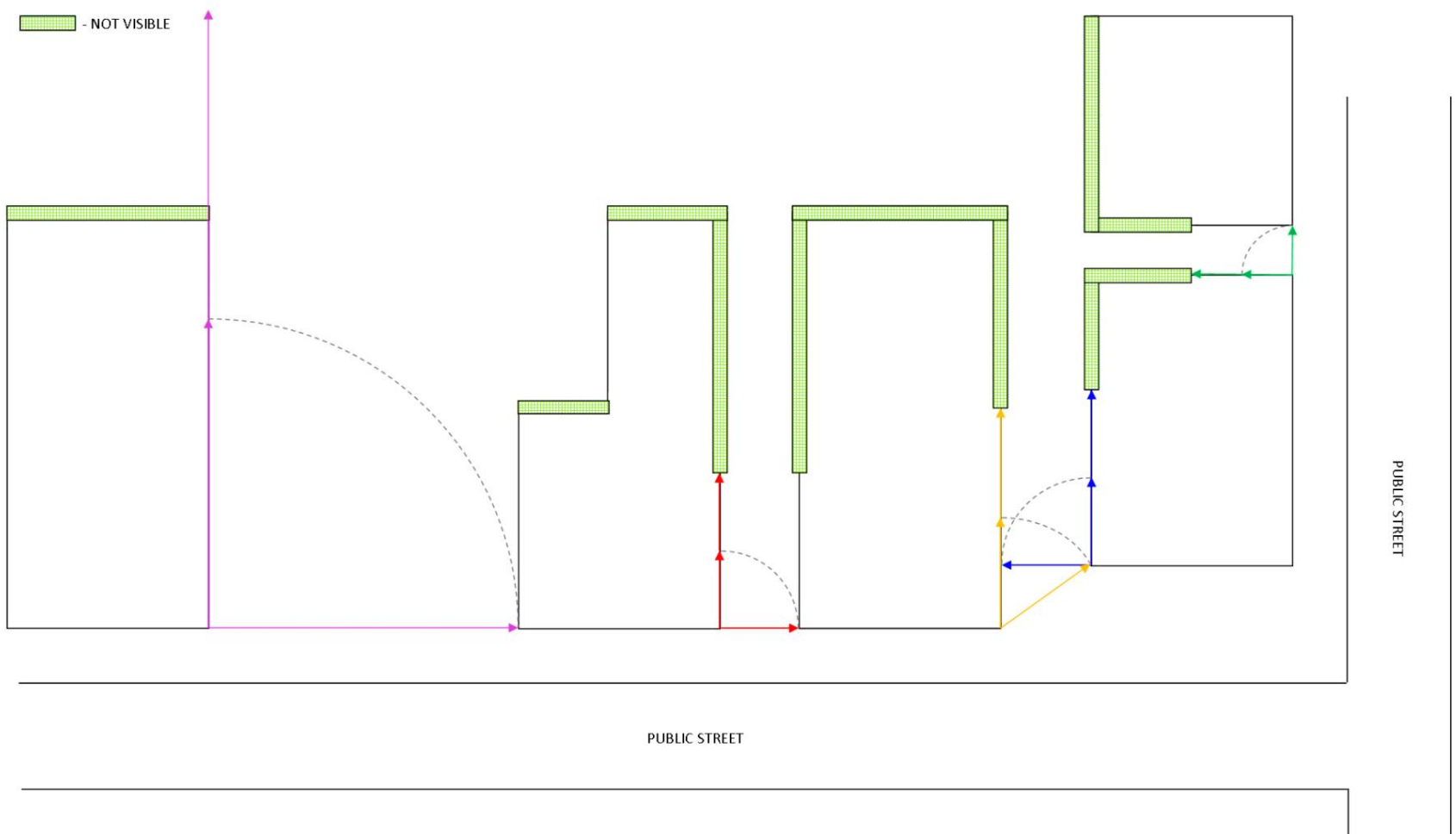
# Heritage By-Law

## 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

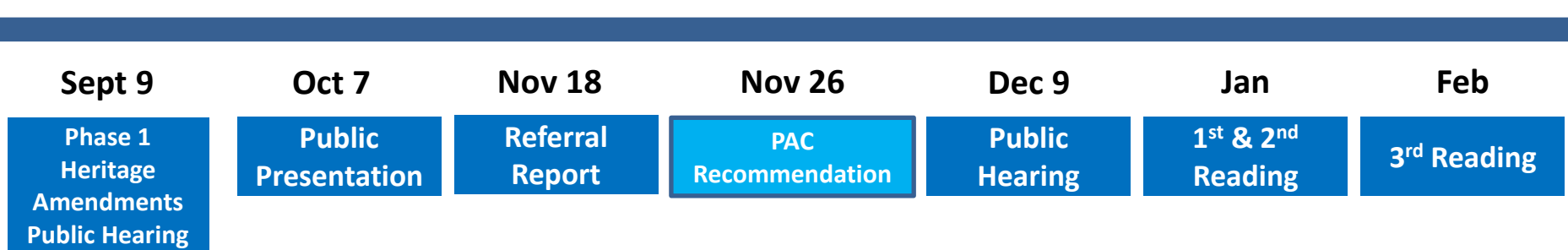
Stakeholder Working Group

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.

