



FBM
architecture
interior design
planning

**QUAY
NORTH**
URBAN DEVELOPMENT



SAINT JOHN

June 6, 2023

City Market Strategic Plan 2023-2033

Presentation to Growth Committee



Outline

Project Introduction – David Dobbelsteyn

Project Endorsement – Mayor Reardon;
Chairperson, City Market Steering Committee

City Market - the Heartbeat of Saint John's Uptown

Engagement in Developing the Plan

What We Heard

Vision, Mission, Core Values and Directions

Challenges & Opportunities

Strategic Directions

Final Steps

An aerial photograph of Uptown Saint John, showing a dense grid of buildings and streets. A red asterisk is placed in the center of the grid, marking a specific location. The surrounding area includes a large parking lot on the left, a highway interchange at the top, and a body of water on the right.

City Market

The Heartbeat of Uptown Saint John



The Strategic Plan is just the beginning. The year 2026 will mark the 150th birthday of the City Market. Now is the time to start planning for this milestone and think about how the Market will continue to serve generations of Saint Johners.



Engagement in Developing the Strategic Plan

A wide range of residents and stakeholders were engaged to ensure that the Plan reflects a holistic vision and set of insights.

Feedback was received from over 350 people through the process of developing the Draft Plan.

Strategic Plan Steering Committee Oversight

Nine meetings held between January 2022 and April 2023.

Community Engagement

Pop-up in the Market (70 people).

Shape Your City Saint John and Façonnez Votre Ville Saint John (99 completed surveys) plus 44 individual ideas and comments added to the Ideas Wall.

Final Shape Your City survey to be launched – June 6th – 20th

Vendor Engagement

A survey targeted to vendors was completed by 23 vendors (representing over 70% of full-time vendors.)

In-person vendor meetings in November 2022



Stakeholders and Advisory Groups

High school students, UNB, Envision Saint John, Uptown Saint John, Chamber of Commerce, Aquilla Tours, Waterloo Village, PULSE, Saint John Newcomers Centre, PRUDE, Area 506, nearby developers, the Cruise Ship Liaison Committee, Accessibility Advisory Committee, and Heritage Development Board.

What We Heard



History & Storytelling

Marketing & Branding

Events & Experience

Inclusion & Accessibility

Hours of Operation

Vendor Mix & Market Practices

Mobility and Flow (Market Layout)

Seating & Solarium

Outdoor Space & Connections

Maintenance & Security

Environmental Sustainability

The 2023-2033 City Market Strategic Plan at a Glance

A 10-year vision for near, medium and longer term **ACTIONS**

Vision

*What is the **IMPACT** of the Market?
Creating shared experiences
and pride of place for
Saint Johners past, present,
and future.*

Mission

*What the Market **DOES**?
Rooted in Uptown's history and evolving
for tomorrow, the City Market welcomes
people to gather around local food and crafts.*

Core Values

*What principles **GUIDE** decisions?*

Vendor
and Market
Excellence



Storytelling
and Visitor
Experience



Gathering and
Connection



Inclusion



Sustainability



By locals,
For Locals



Growth and
Experimentation



Strategic Directions

Work together to
achieve
**destination
excellence.**

Provide space
to shop, move,
experience, and
gather.

**Connect
indoors and
outdoors.**

Make the
Market a place
of **storytelling
and pride.**

Embrace
inclusion and
make a positive
**community
impact.**

Continuously
improve
sustainability and
overall building
efficiency.

Implement the
Strategic Plan
and review
governance,
leasing and
operations.

Challenges & Opportunities

Welcome to the
Saint John City Market
Established 1876
Open every Saturday 7:30 AM to 5:00PM

Bring your family and
enjoy breakfast or lunch
and the opportunity to shop in
Canada's Oldest Farmers Market Building

Parking is "Free" on Saturdays
in Saint John Parking Commission
parking lots and all parking meters



Bienvenue au
Saint John City Market, fondé en 1876
Ouvert tous les samedis de 7h30 à 17h

Venez déjeuner ou dîner
en famille ou magasinez
dans le plus ancien marché
des fermiers au Canada

Le stationnement est gratuit es
samedis dans les parcs de
stationnement de la commission
sur le stationnement de Saint John
ainsi qu a tous es parcomètre

Hours of operation

Staffing

Governance & action implementation

Financial sustainability

Heritage preservation

Vendor impacts, leasing & relocations

Reconfiguring from 3 to 2 aisles

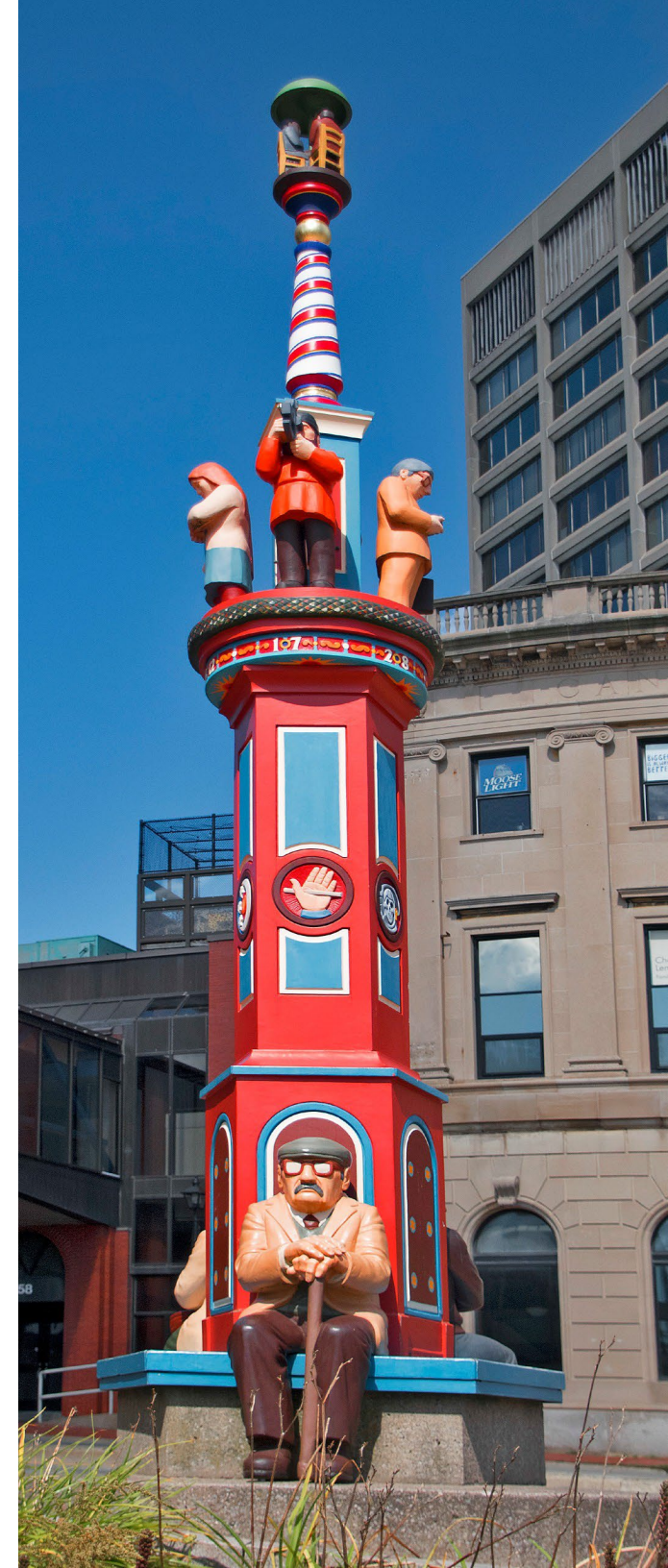
New internal public seating

North & South Market Streets

Balancing resident & visitor needs

Strategic Plan Directions

- 1 Work together to achieve **destination excellence**.
- 2 Provide space to **shop, move, experience, and gather**.
- 3 Connect **indoors and outdoors**.
- 4 Make the Market a place of **storytelling and pride**.
- 5 Embrace inclusion and make a **positive community impact**.
- 6 Continuously improve **sustainability** and overall building **efficiency**.
- 7 Implement the Strategic Plan and review **governance, leasing and operations**.



Strategic Direction 1: Work together to achieve destination excellence.



Image: Nov 2022



Priority Moves for **Destination Excellence**

- Establish consistent hours
- Have staffing dedicated to outreach and experience
- Develop a clear marketing plan

Strategic Direction 2: Provide space to shop, move, experience, and gather.

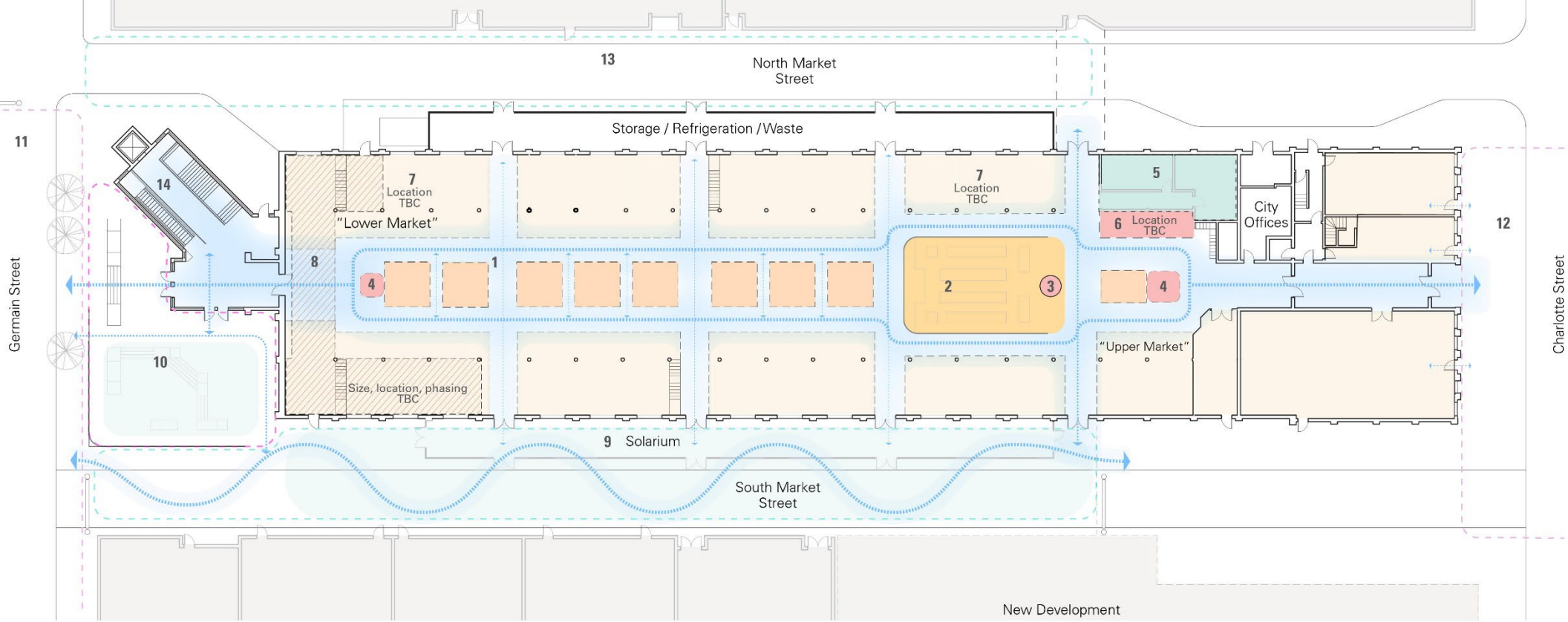


Image: Feb 2022



*Priority Moves for **Providing Space***

- Implement a two-aisle layout, along with a renewed Bench/Kiosk program
- Provide seating in the main market hall
- Provide Wayfinding and info kiosk improvements



Strategic Direction 3: Connect indoors and outdoors.

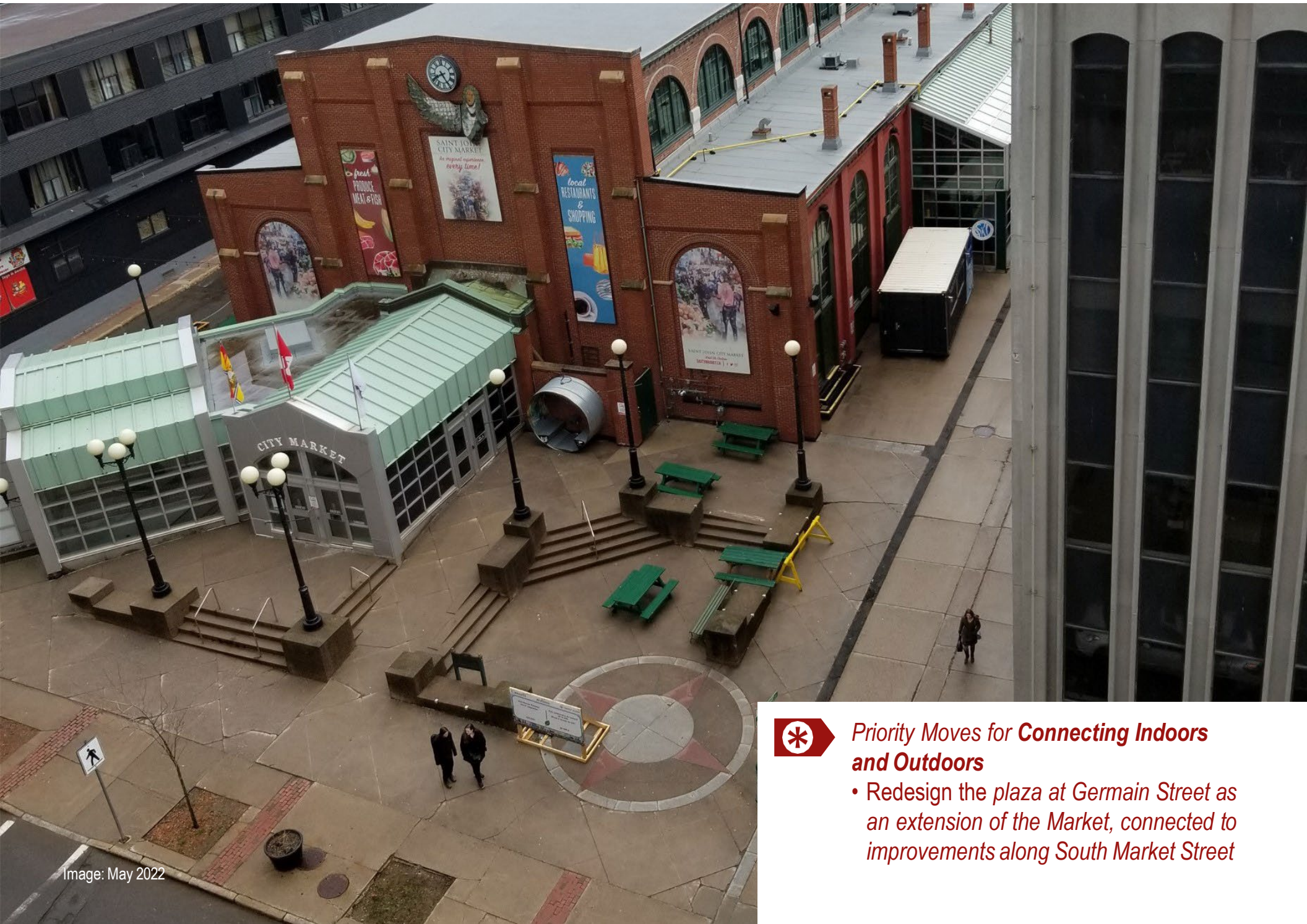


Image: May 2022



Priority Moves for **Connecting Indoors and Outdoors**

- Redesign the plaza at Germain Street as an extension of the Market, connected to improvements along South Market Street

Strategic Direction 4: Make the Market a place of storytelling and pride.

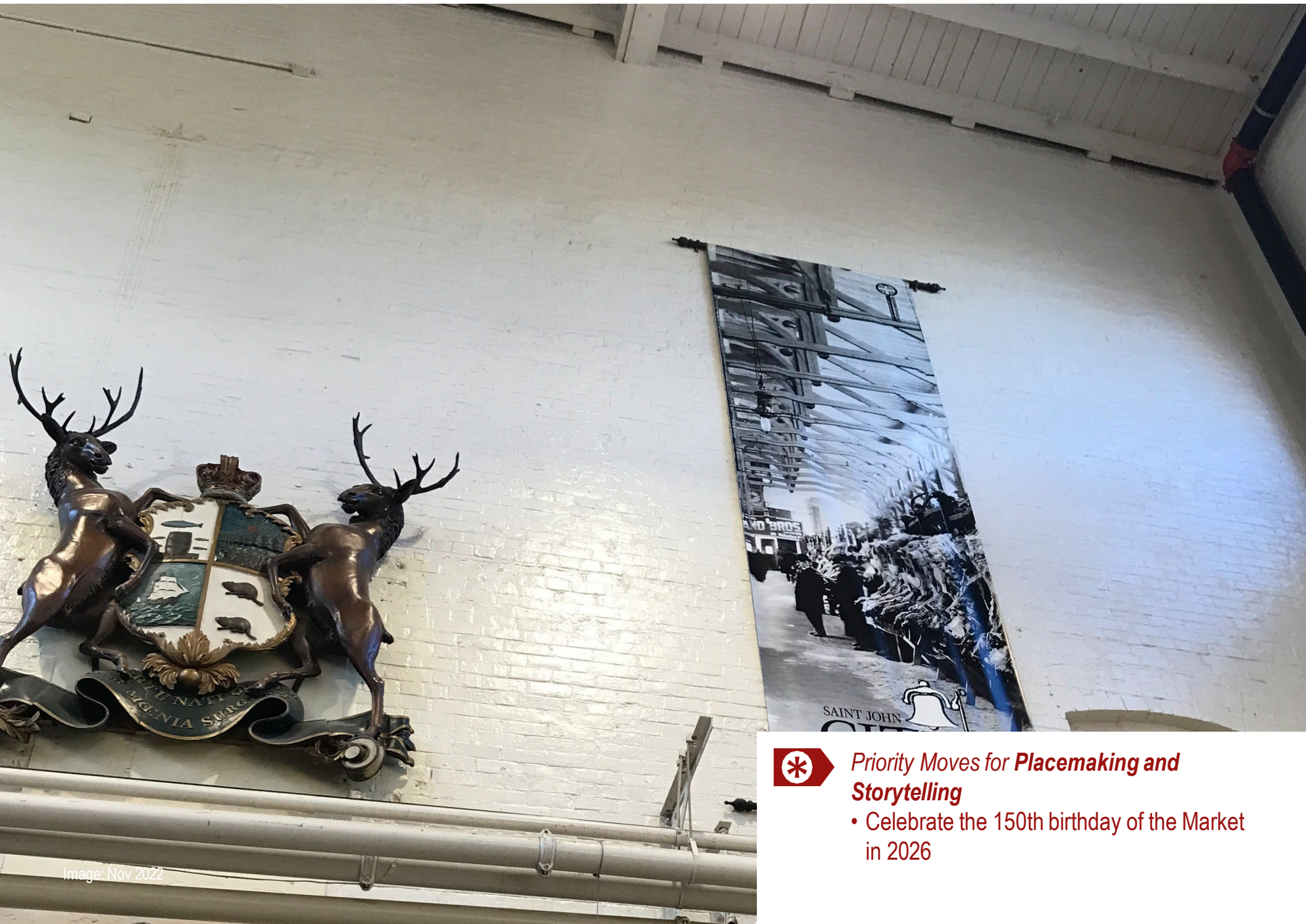


Image: Nov 2022



*Priority Moves for **Placemaking and Storytelling***

- Celebrate the 150th birthday of the Market in 2026

Strategic Direction 5: Embrace inclusion and have a positive community impact.



Priority Moves for **Inclusion**

- Provide programming and space for community, culture, and learning
- Improve the bathrooms

Strategic Direction 6: Continuously improve sustainability and building efficiency.



Priority Moves for **Sustainability**

- Continue to implement building energy efficiency upgrades

Strategic Direction 7: Implement the Strategic Plan and review governance, leasing and operations.



*Priority Moves for **Implementation***

- Pursue governance changes to enable implementation of the Plan and financial sustainability of the Market

Final Steps

Shape Your City Survey – June 6th to 20th

Steering Committee Review – June 28th

Growth Committee Endorsement – July

Common Council Approval – July



SAINT JOHN





Recommendation
Receive for
Information

thank you

FBM
architecture
interior design
planning

**QUAY
NORTH**
URBAN DEVELOPMENT



SAINT JOHN

