



Canadian Institute of Planners
2012 Awards for Planning Excellence

City of Saint John Municipal Plan



PlanSJ:

A bold New Plan to guide Saint John's Future



Introduction to PlanSJ: The Saint John Municipal Plan (maximum 6 pages)

On January 30th 2012, after a two year process engaging thousands of Saint Johners in both official languages, Saint John Common Council unanimously endorsed PlanSJ – the City’s first new official Municipal Plan in 40 years. PlanSJ sets a bold new vision for the City’s future and an exciting new path towards a more sustainable and liveable Saint John.

PlanSJ builds on a solid foundation of integrated planning including a long term Community Vision, an Integrated Community Sustainability Plan and the City’s Strategic Plan. Beginning in 2009, Saint John Common Council defined the new Municipal Plan to be one of its key priorities and committed the necessary resources to recruit new City staff to lead the project and a consultant team led by Urban Strategies Inc. to collaborate with the City to develop a leading edge Plan. On January 27th 2010, the PlanSJ project was branded and launched, beginning the most ambitious public engagement process ever undertaken in Saint John.

Challenging the Status quo

Saint John is Canada’s oldest incorporated city and boasts a long history as a leader in Urban Planning. In 1922, the City was one of the first communities to adopt a “Town Planning Scheme” after New Brunswick led the nation enacting the country’s first Provincial Planning Act in 1912. In 1917, Thomas Adams, widely recognized as the founder of Modern City Planning, was quoted as saying “...in practical work, town planning has advanced further in the City of Saint John than any other City in Canada”¹ The City’s 1946 Master Plan also received international acclaim for its visionary urban policies and was selected to represent Canada at UNESCO’s conference held in Paris in 1946. In the intervening years the City was amalgamated with surrounding municipalities and parishes and a relatively compact city of 36 square kilometers grew to an area of 316 square kilometers, almost 10 times as large. In response to this, the City’s next Municipal Plan, prepared in 1973, planned for aggressive growth based on the expectation that Saint John would become a nationally prominent industrial port. This growth did not materialize yet the City did not engage in another comprehensive planning exercise for almost 40 years, creating significant mismatches between a growth-oriented Municipal Plan and actual population decline.

Today, Saint John is a beautiful but challenged city that has been shrinking in population for many decades while continuing to sprawl outward, resulting in more and more municipal infrastructure without the revenue needed to sustain it. At the same time, surrounding suburban municipalities have experienced rapid growth. This pattern has had profound impacts on the City’s structure, leaving behind abandonment and disinvestment in the City’s urban core, while new development on the edges has placed significant fiscal pressures on the City. Faced with one of the lowest population densities and the highest infrastructure costs across the country, it was clear this pattern of development was not sustainable. Common Council determined now was the time to engage the community in a new conversation about their City’s future, advancing the practice of small city planning through a process of innovative community engagement designed to stimulate an uncomfortable but necessary dialogue about where the City should be going. Saint John’s innovative new Municipal Plan establishes a culture of integrated planning across the municipality and lays the groundwork for strategic delivery of city services and infrastructure to support the community’s vision to transform its urban heart and strengthen the City overall.

¹ 1917 Thomas Adams Magazine; The Busy East of Canada.

Addressing the Awards Criteria

Several aspects of this Plan and the process to create it distinguish Saint John's new Municipal Plan:

Innovation & Contribution to the Profession

The City has received many calls from other municipalities and organizations to share the valuable lessons learned throughout the PlanSJ process. Notably, PlanSJ has recently been featured in the national Plan Canada magazine and the team has been invited to present at many national and local conferences, including the Canadian Institute of Planners, the New Brunswick Planners Directors, the Council for Canadian Urbanism and the Canadian Association of Municipal Administrators. PlanSJ was also instrumental in leveraging Saint John's successful campaign to be named one of the World's Top Seven Intelligent Communities for 2012 by the Intelligent Communities Forum based in New York.

One of the key innovations for this process was PlanSJ's demonstration of the importance of a growth management strategy even in communities not experiencing significant growth. With eighty percent of all Canadians living in cities and increasing rates of urbanization, it is clear that cities will be the future drivers of growth. However, lesser known is the trend occurring in Canada's smaller cities; about 25% of which lost population between 2001 and 2006, with this pattern occurring in smaller cities located in more isolated regions. New urban planning models are vital to ensure Canada's small cities will be positioned to attract new people and investment. By 2030, net immigration will account for most if not all of Canada's future growth. Cities that are successful in attracting people will be successful in attracting future investment. With many of our small cities struggling with declining and aging populations, concentrated poverty in inner city areas, aging infrastructure in need of renewal, and expansive geographies, there are challenges to deliver services efficiently, while remaining economically competitive. PlanSJ provides a model for how small cities can position their communities for success through a strategic focus on innovative urban planning, sound infrastructure investments and making the city attractive for newcomers.

Another important innovation comes from the City's use of a growth strategy and a fiscal impact framework as a basis for the new Municipal Plan. The generation of a series of physical "options for growth" and a deeper dive into the fiscal implications of these options and related patterns of development proved instrumental in building awareness around the consequences of decades of urban sprawl. This approach was crucial to creating support for Saint John's significant change-of-course towards a more sustainable and compact growth pattern that avoids future costs and leverages investment in existing infrastructure. PlanSJ's research analyzes the true costs of urban and rural sprawl, drawing important connections between settlement patterns, municipal costs, and service delivery. What this analysis revealed is the City had far more infrastructure than it could sustain and that the fiscal costs of rural and low density suburban development patterns are undermining the success of the urban core which was most in need of reinvestment. Some key findings are that the City maintains more road kilometers than cities of our size across Canada, has one of the highest road maintenance costs, and has an overabundance of recreation assets for a city of our population. *Going forward, the City will evaluate the fiscal impact of major new developments to assess the full impacts on future service cost and municipal budgets. This approach is emerging as a best practice in Canada and to our knowledge Saint John is the first to implement this tool in Atlantic Canada.*

Methodology

To be truly successful, cities must create integrated Plans that are holistic and impactful - driven by the community's vision, responsive to environmental imperatives, and directing resources in a fiscally sustainable way to effect progressive change. Saint John's innovative new Municipal Plan positions the city for successful implementation of the community's transformative vision by establishing a culture of integrated planning across the municipality; which lays the groundwork for strategic delivery of city services and infrastructure.

To achieve this holistic approach, the process of implementation targeted all facets of the City's service under the leadership of the City Manager. A City Steering Committee made up of the City Manager and all Department Heads, City Agencies and Commissions championed PlanSJ within the organization to ensure it is not only a blueprint for development, but a guide for the operations of the City in all areas.

Importantly, PlanSJ has become a guiding document for the City's entire public service and will be a key tool in supporting Council to make choices that are in the long term best interest in the City. All future documents introduced by City staff will correspond to the directions set out in PlanSJ. *Urban Planning in the City of Saint John will no longer be understood as a stand-alone department of service, but will be a central function of the City's public service.*

Clarity of Goals & Objectives

PlanSJ challenges traditional notions of economic development and embraces a vision for Saint John to become a great small city where future development and investment is carefully planned to benefit the community as a whole and to transform Saint John's urban heart. The Growth Strategy was honest about the levels of growth and change that could reasonably be expected so that the Plan could be focused on the real issues: halting new suburban and rural sprawl and strategically directing most future development and investment to enrich quality of life through reinvestment in inner city neighbourhoods. PlanSJ represents a bold vision for Saint John rooted in a more sustainable and compact growth pattern which will see 95% of future growth take place within a designated "Primary Development Area" and directed to a series of urban and suburban "intensification areas" where significant new development can overcome high levels of existing disinvestment, move the City toward more complete and efficient communities, and where the City has already invested in municipal infrastructure and services. The Plan is urban focused with more than 45% of future growth targeted towards the urban core which includes Saint John's Uptown and its challenged priority neighbourhoods. Through careful growth management and investment, PlanSJ will result in 4500 new people living in the urban core which represents nearly half of all future development. Over 700,000 square metres of new employment growth is directed to the urban and suburban core of the City to foster growth of more complete and walkable communities where people can live, work, play and learn.

PlanSJ's compelling vision to transform Saint John goes beyond traditional land use planning. Importantly, it tackles fundamental quality of life issues such as the city's structure & urban design, programming for arts, culture and recreation, linkages with transportation and improved environmental performance. Over the long term, these will be the keys to Saint John's success. The following innovative urban policies set out in PlanSJ were crucial in achieving widespread community support for the Plan:

- *A "smart growth" strategy that is conservative in its growth assumptions and directs most future development and investment to the areas which benefit most, enriching quality of life especially in Saint John's challenged urban core neighbourhoods where nearly half of future development will be targeted;*
- *Policies to support the protection and appropriate evolution of Saint John's healthy neighbourhoods;*
- *Protections for traditional rural communities and settings, recognizing the role these play in the community's health and prosperity*
- *Policies supporting continued economic success through fostering growth in the knowledge and creative sectors and well located high quality industrial lands;*
- *Progressive environmental policies that promote a more sustainable ecological footprint for the City by reducing land consumption, leveraging existing infrastructure, protecting valued natural areas and mitigating climate change;*
- *Introduction of a form based urban design framework and supportive investment strategies that will create denser, walkable complete communities and make the city more attractive for growth;*
- *Shift towards active transportation and transit to provide more sustainable choices for getting around;*
- *Holistic and integrated planning to drive all future development, City investment and service delivery;*

- *Plan linked to action with a progressive monitoring program with measurable targets and accountable results; and*
- *Ongoing planning at the neighbourhood level to continue the legacy of active community engagement.*

Implementation

PlanSJ commits Council to a continued legacy of City building and planning through a progressive and regular Plan monitoring program and ongoing neighbourhood-based planning. This “whole community” systems approach will involve strategic staging of investment in targeted neighbourhoods where planning permissions will be coordinated with focused municipal investment and service delivery. Future investments will shift from extending new pipes and road infrastructure to crucial quality of life investments such as renewal of urban parks and streetscapes, and establishing a focus on enhancing transit and active transportation infrastructure in the core of the City.

One of the primary goals of the PlanSJ process was a collaborative capacity building strategy that has developed the skills and best practice knowledge amongst city staff, positioning the city team to successfully carry forward the next generation of planning at the neighbourhood level.

PlanSJ, by its commitment to progressive plan monitoring and ongoing review, will ensure the Plan is embedded in all city services and will not “sit on the shelf”. Plan monitoring goes beyond legislative requirements and makes a commitment to annual report cards and comprehensive five year reviews. This will be carried out in a public forum to ensure transparency, guided by a series of metrics and accountability measures.

The Plan is already being actively translated into action:

- *The City’s 2012 Operating budget, service based planning framework and Capital budgets were established through the lens of PlanSJ. For the first time in the City’s history, the Commissioner of Planning led the City’s Capital Budget effort.*
- *The City has implemented an organizational realignment to create a more effective operational structure to support delivery of PlanSJ. This brings together all planning functions in the City including land use, recreation, and transportation under one Department and establishes a senior leadership team which is charged collectively with implementing PlanSJ across the organization’s service areas.*
- *The City is also nearing completion of a Recreation Strategic Plan called PlaySJ to “right size” its parks and recreational assets and ensure improvements are targeted to enrich quality of life for neighbourhoods targeted for growth and investment through PlanSJ.*
- *An Intergovernmental Affairs Plan is under development to support ongoing coordinated planning between the City, adjacent municipalities, the Province and the federal government to achieve the goals of PlanSJ including new legislative tools to support the City’s reurbanization efforts.*
- *Common Council has launched a review of its Zoning Bylaw to fully implement the vision in PlanSJ and a framework to prioritize neighbourhood plans is due to be presented to Council later this year.*

Presentation

The Plan and all supporting materials were produced in a highly graphic, accessible and published format to appeal to and be understandable by a wide audience, which was particularly important in a community with lower literacy rates. Significant efforts were made to produce displays at each key stage in the process that graphically demonstrated important fundamentals of the Plan as they evolved throughout the two year process. All materials were produced in New Brunswick’s two official languages and made available at the PlanSJ Storefront and online at www.saintjohn.ca/plansj. Three project videos were produced by a local professional film maker to communicate to a range of audiences in diverse ways.

Public Engagement

The PlanSJ project was driven by and organized around the various events and milestones that marked its creative and collaborative community engagement process. PlanSJ's transformative urban policy represents a complete course-change for Saint John and would simply not have been possible without such an inclusive, honest and innovative community outreach effort.

An inclusive community engagement campaign championed by Council and a citizen led Advisory Committee invited Saint Johners to take an active role in shaping PlanSJ. A PlanSJ Storefront in Uptown Saint John served as the hub of the PlanSJ project to bolster community engagement. The process reached out in creative ways to the community during six key stages throughout the process: "Public Launch", "Opportunities and Directions", "Choices for Growth & Change", "Saint John's Growth Strategy", "Putting the Plan on Paper" and "Up for Review: A New Municipal Plan". Collectively these engagements formed the foundations of Saint John's new Municipal Plan.

During the course of the two year process to create PlanSJ, public engagement set new standards for the City, involving thousands of Saint Johners. This reflected the team's understanding that the dramatic changes to be achieved through the new Plan would need to derive from and be "owned" by Saint John's citizens if the Plan is to have lasting success. This sustained public outreach effort moved beyond traditional forms of engagement to actively reach out to a diverse, inclusive community. The distinguishing features of the outreach program included:

- *a public facing Project Storefront in a high profile Uptown location where staff were on hand daily (including Saturdays) to talk with thousands of community members about PlanSJ;*
- *a targeted youth engagement involving at-risk youth and 70 students from each of Saint John's high schools. The team also partnered with the University to engage their student body in the process, hosting on-campus meetings and regular communications with the Student Council;*
- *a series of videos which featured the voices of Saint Johners sharing their hopes for the City and priorities for the Municipal Plan. These were showcased at major community engagements to inspire further participation;*
- *roundtable discussions for major landowners and developers who will play a key role in carrying forward the innovative forms of development called for in the Plan;*
- *partnerships with community leaders representing business, social, and environment organizations who helped to create awareness and ultimately advocate for the Plan amongst their networks. More than 50 community based meetings were hosted throughout the process with community groups, many of which were held in and targeted for Saint John's five priority neighbourhoods representing at risk communities;*
- *Six interactive city-wide workshops and open houses were held at each milestone stage of the project. These were designed to provide opportunities for children and youth to participate acknowledging that this is a plan for the next generation.*
- *Council leadership with regular Council workshops, endorsements throughout the process including Council's adoption of the growth strategy framework midway through the process as the framework for the Plan. Regular dialogue also took place with the Province and surrounding municipalities throughout the process;*
- *Extensive communications including regular Newsletters, Engagement reports, Information Displays for the Storefront and local Community Centres, extensive use of the PlanSJ website www.saintjohn.ca/plansj, a PlanSJ email, and social media through use of Facebook and Twitter.*

Sustainability

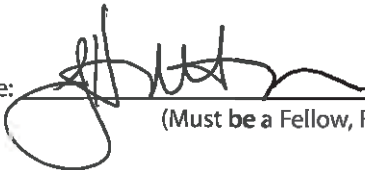
PlanSJ built directly upon the foundation established by Saint John's Integrated Community Sustainability Plan which recognizes that "being sustainable is more than protecting the natural environment; it also means increasing efficiency, building social and cultural capacity". PlanSJ represents a bold vision for Saint John rooted in a more sustainable and compact growth pattern which leverages existing infrastructure and directs investment in places that benefit most. The Plan also promotes more

sustainable transportation systems, protects natural and rural areas, watersheds, parks and floodplains and moving forward, PlanSJ advocates the City take on a more active role in monitoring environmental performance, mitigating climate change and supporting local food production.

Outcomes of the Plan

PlanSJ has captured the imagination of Saint Johners, instilling renewed optimism and confidence in a community that has struggled with decline. It demonstrates the power of a plan in positioning a city for transformative and positive change. The tremendous community support for the Plan was validated through a statistically representative citizen survey conducted in the fall of 2011 to seek citizen feedback on the delivery of municipal services. It found that nearly 60% of survey respondents supported the directions of PlanSJ. Notably, letters of endorsement were received from many community leaders and organizations representing economic, social, and environmental interests (samples of these are appended to this package as supporting materials). The impact of PlanSJ has been far reaching; *according to one citizen participant “PlanSJ was not just a municipal planning exercise, it was our moment in time where we stood together and set a course for a city that would guide it into the future. When it comes down to it, there are no physical limitations to what we can accomplish here, the only limitations we see before us are those we have built for ourselves, and the time has come to stop building limits and start building a city”.*

Recent census data released by Statistics Canada revealed that the trend towards urbanization is beginning in Saint John; between 2006-2011 the data tracks the first positive growth in population since the 1960s. A bold and community driven plan will position Saint John to maximize the benefits of these trends to ensure future growth strengthens the community as a whole.

Title of entry:	PlanSJ - Saint John's new Municipal Plan
Category (CHOOSE ONE):	City and Regional Planning
Entry prepared by or under the direction of:	Jacqueline Hamilton, Deputy Commissioner of Planning, City of Saint John
Company, organization or community group submitting:	City of Saint John
Address:	P.O. Box 1971 Saint John, N.B. E2L 4L1
Telephone:	506-632-6148 (direct line)
Alternate telephone:	506-658-2835 (general office line)
Fax:	506-658-2837
E-mail:	jacqueline.hamilton@saint john.ca
<p>I certify that the entry was prepared by me, or alternatively, was prepared under my direction; and, during the period of January 1st, 2010 and December 31st, 2011 the entry was: (please choose one of the following)</p> <p><input checked="" type="checkbox"/> adopted by by-law or resolution or by other formal mechanism; or</p> <p><input type="checkbox"/> built or implemented; or</p> <p><input type="checkbox"/> published by a recognized publisher or planning agency; or</p> <p><input type="checkbox"/> accepted by a client or community group.</p> <p>I acknowledge that the submitted materials shall become the property of the Canadian Institute of Planners, and that the submission or summaries of the submission may be made available by CIP to members or other interested parties.</p>	
Signature:	 Date: <u>March 12, 2012</u> (Must be a Fellow, Full or Provisional Member in good standing of the Institute)

Additional Information:

If selected as a finalist you will be required to submit additional material and/or information as follows:

- 200 word summary of the project for the CIP website and awards brochure
- Electronic high resolution (300 dpi) versions of logos from all organizations involved in the project
- Video, PowerPoint or Flash Presentation on CD AND/OR
- Photos depicting the project in various stages

Please supply the name(s) and contact information for these materials.

Materials	Contact Name	Telephone Number	E-mail Address
Photos of the project	Jacqueline Hamilton	506-632-6148	jacqueline.hamilton@saintjo
Video, PowerPoint or Flash Presentations	Jacqueline Hamilton		
Summary text for the brochure, etc.	Jacqueline Hamilton		
Electronic versions of all logos from the project (300 dpi)	Jacqueline Hamilton		

Certificates

Winners receive an award and unframed certificate with the name of the organization that submitted the project. Should there be additional organizations or individuals that should be acknowledged on the award and certificate, please list them below.

City of Saint John - Planning & Development Department (participant names noted in cover letter)

Lead Consultant - Urban Strategies Inc. (participant names noted in cover letter)

Subconsultant - exp Services Inc. (participant names noted in cover letter)

**Your submission must be received in the CIP office by:
Thursday, March 15, 2012 at 4:00 p.m. Eastern Standard Time**

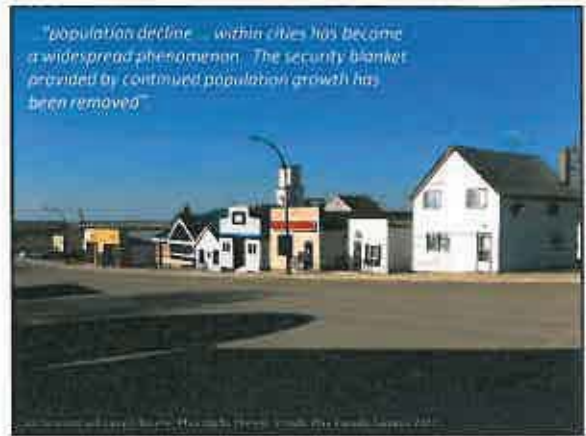
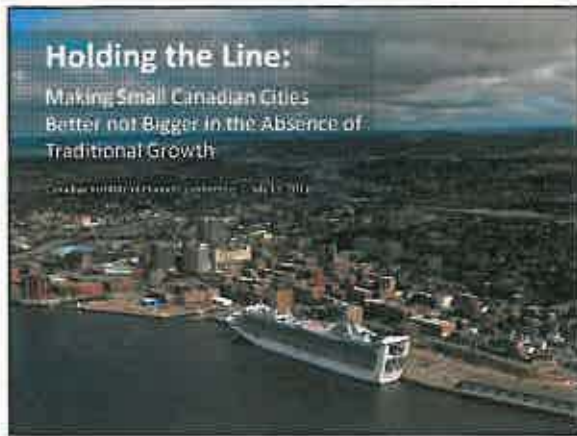
Submissions will not be accepted after the deadline.

You will not be notified of receipt of your submission, so please use a method of shipping that will allow you to track your parcel.

Fax or e-mail submissions will not be accepted.

Canadian Institute of Planners - 2012 Awards
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For more information, see the CIP website at www.cip-icu.ca
Telephone (613) 237-PLAN (7526) • 1-800-207-2138
communications@cip-icu.ca



Jim Simmons and Larr, S. Bourne, Planning for Uneven Growth. Plan Canada, Summer 2007

The Bigger the City the Better

83% of the urban total and two-thirds of the national population live in the countries 10 "super urban regions"

But what about the rest?

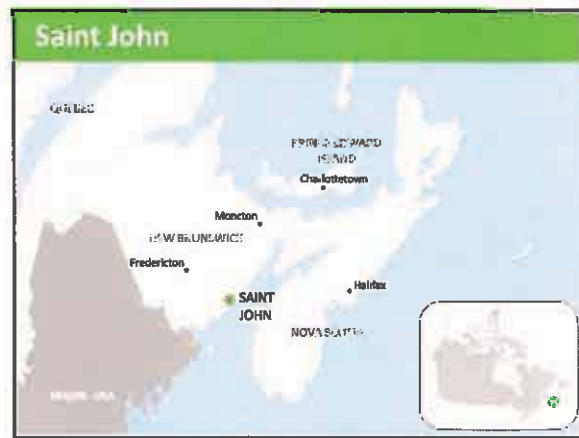
25% of our 144 cities lost population between 2001 and 2006

... and the pattern is distinctive, occurring in smaller cities (<152,000) located in more isolated regions

Today's Focus

Urban planning has from its outset been focused on managing growth.

Today we want to talk about managing positive change in the absence of traditional growth.



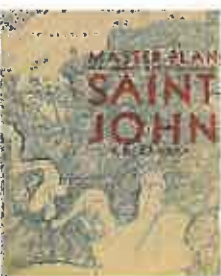
Saint John

- **first incorporated city** in Canada (1785)
- **largest city in New Brunswick; situated on the Bay of Fundy with many waterfronts:** ocean, rivers and lakes
- the **employment centre** for the Saint John Region and southwestern New Brunswick, the **industrial backbone** of New Brunswick
- Home to Rockwood Park - one of Canada's largest urban parks & Stonehammer **UNESCO Geology Site**
- hub for **arts, culture and entertainment**
- heart and trauma centre and the **largest hospital** in New Brunswick
- **best used transit** system in New Brunswick

Population & Employment

- **69,000 residents** and **48,000 jobs** in 2010
- Saint John has **lower unemployment rates** than provincial and national averages and total jobs expected to grow
- growing **cruise port**
- **strong industrial base:** LNG terminal, oil refinery, pulp & paper, pits & quarry, nuclear power plant and strong and growing service sector
- **ICT, knowledge, advanced manufacturing, energy, healthcare and tourism sectors**
- **high poverty and low literacy rates**

A strong planning history




1946 Master Plan: Anticipating a Post-War Boom

- Guide for development to 1970
- Major new transportation infrastructure - viaduct at Union Station; Harbour Bridge
- Targeted redevelopment
- Strategies to reduce 'scatterization' of residential development

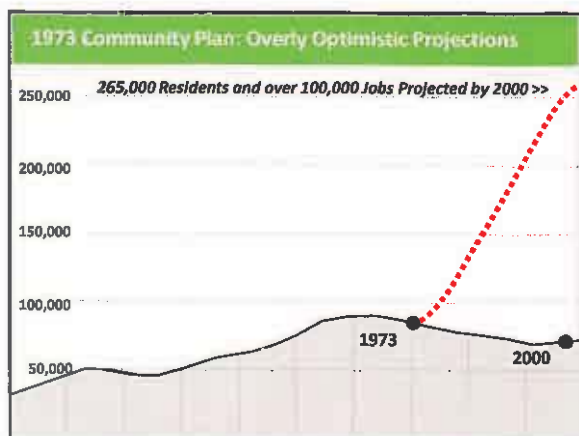


1973 Community Plan: An Aggressive Plan for Growth



Key Components:

- Emphasis on "orderly", managed growth and development
- Respond to needs for major infrastructure in the amalgamated city
- Prepare for extensive new development anticipated to result from senior government policies and cost-sharing programs




The PlanSJ Project

PlanSJ Foundations

<h4>Building on City Initiatives</h4> 	<h4>Research & Technical Studies</h4> 	<h4>Community Engagement</h4> 
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PlanSJ Milestones

2010	<ul style="list-style-type: none"> January 2010 - Public Project Launch June 2010 - Opportunities & Directions Workshop October 2010- Choices for Growth & Change Workshop December 2010 - Saint John's Choice for Growth & Change Open House 	
2011	<ul style="list-style-type: none"> March 2011 - Adoption of Growth Strategy April 2011 - Putting the Plan on Paper Workshops June 2011 - Up for Review Open House – Draft Municipal Plan December 2011 - Public Hearing on the Final Municipal Plan 	

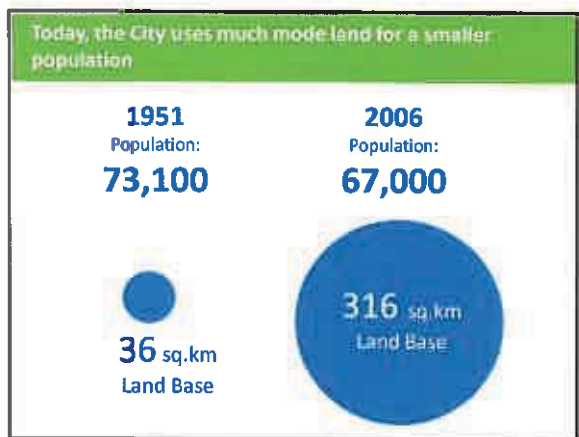


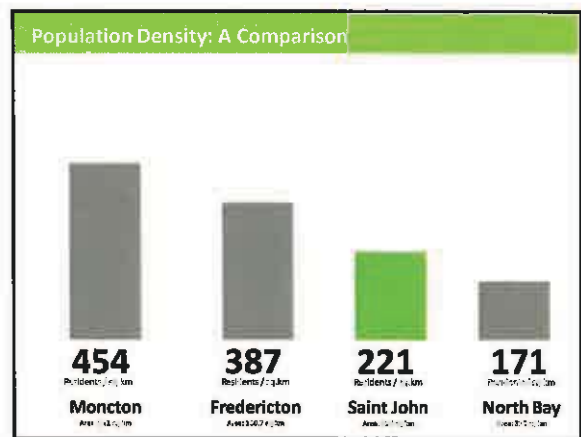
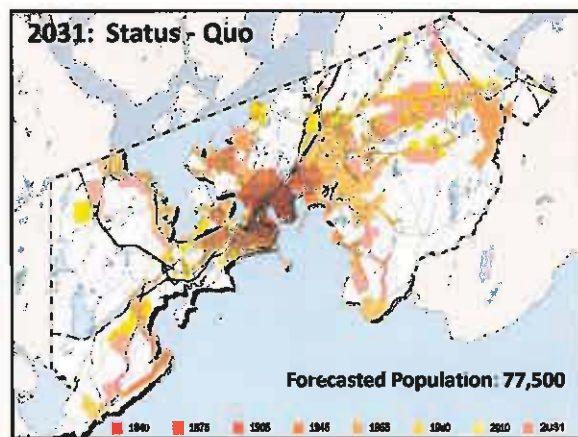
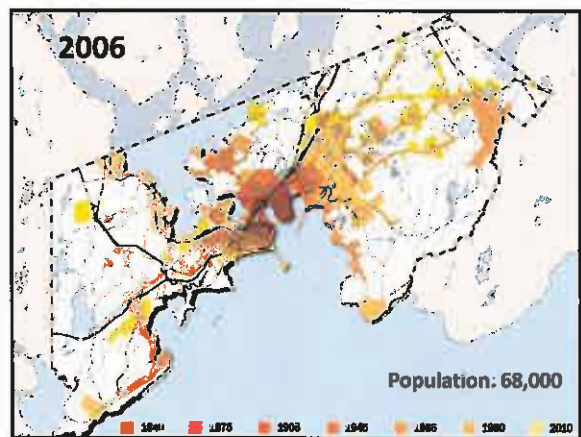
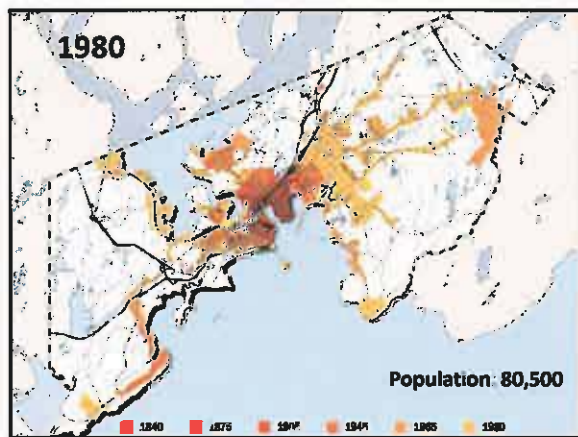
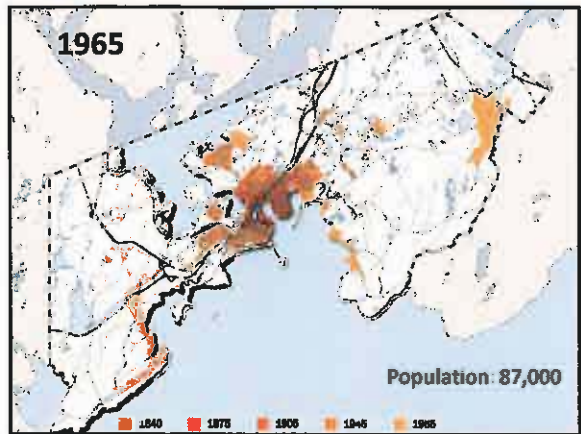
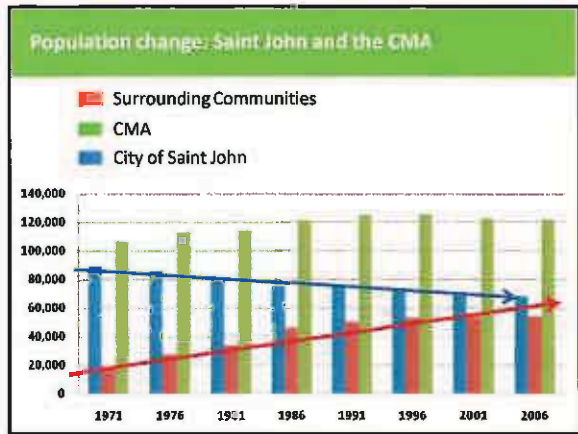
48
310
742
13
3
547
40
70
403

Engagement Report #3
Report for St. John's Association #2

Plans SJ

Why Saint John Needed a New Municipal Plan





New developments on the edge ← →
Disinvestment + vacancy in the core

Saint John maintains more roads per resident than other cities

Saint John	11.2 m/resident
Fredericton	8.5 m/resident
Moncton	7.7 m/resident
Vancouver	5.1 m/resident

Existing Pattern of Development

- dispersed
- segregated, single-purpose uses
- auto-dependent
- not transit supportive
- expensive to service
- lacking in diversity

City building in the 21st Century

Concentrating Growth
 • Focus on repair & revitalization

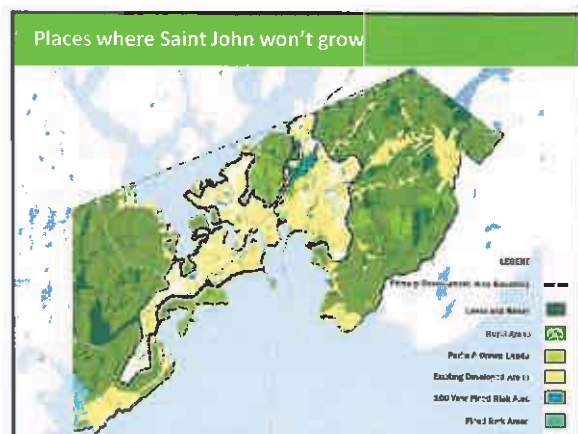
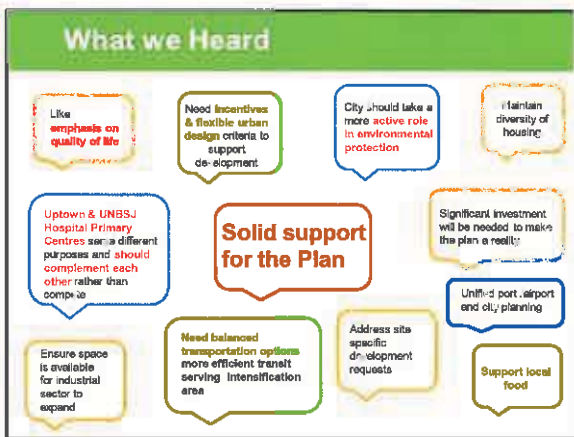
- Uses a lot less land
- Protects the environment & agricultural areas
- Preserves/strengthens character of place
- Supports transit, cycling, walking
- Unlocks brownfield areas
- Encourages diversity & provides choice
- Creates enduring high value places

A global perspective...

"In the new economy, competitive advantage has shifted to cities and regions that can generate, retain, and attract the best talent."

Compelling in the Age of Talent: Quality of Place in the New Economy' Richard Florida Jan 2000


By 2026 all growth in Canada will be through immigration - this group is seeking an urban environment



Places where Saint John will grow:
Two types of residential Opportunity Areas


Urban Opportunity Areas:

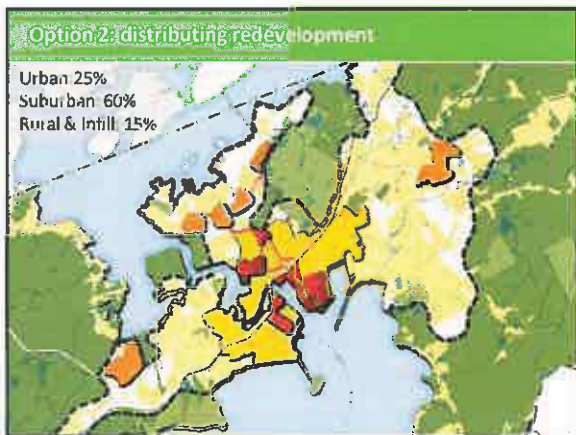
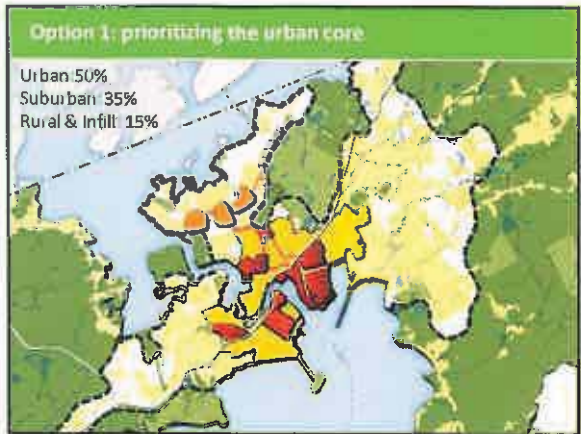
- Redevelopment & Infill
- Higher Density and Mix of Uses



Suburban Opportunity Areas:

- Greenfield Development: Infill
- Low to medium Density and Mix of Uses





PlanSJ creates a sustainable and compact Saint John



Looking forward to 2035, the vision will create a stronger Saint John by concentrating and growing the urban core to benefit quality of life, promoting smart growth to live (and) more efficiently, and supporting more complete, walkable and transit-oriented communities which provide diverse housing choice and opportunities to live, work, play and learn. Well managed growth will in turn promote the City's economic competitiveness and well-being.



The New Municipal Plan

- PlanSJ Directions**
- Shaping the best future for the City
 - Celebrating Saint John's many waterfronts
 - The strong heart of the Greater Saint John Region
 - Healthy, unique and inclusive neighbourhoods
 - A progressive, robust and prosperous economy
 - Protecting the natural environment and ecosystems
 - Growing the City smarter with complete & compact communities
 - An enviable quality of life, choice and experience
 - A strong plan for action and making change

PlanSJ is a leading edge Municipal Plan

Existing Municipal Plan	Plan SJ
Out-dated	State of the Art
Unclear Vision	Compelling community wide vision
Lack of focus	Urban neighbourhood enrichment
Permits sprawl	Compact complete communities
Land use emphasis	Integrated land use & urban design
Weak on environment	Progressive environmental policies
Focus on infrastructure expansion	Leverages existing infrastructure
Traditional employment base	Economic diversification
Car-oriented	Balanced transportation
Regulatory plan	Holistic plan linked to investment
Infrequent plan monitoring	Progressive monitoring and review
Lack of accountability	Clear accountability

PlanSJ protects rural & natural areas




PlanSJ targets growth in urban & suburban neighbourhoods

- Provides an **adequate supply of land** for housing
- Targets growth in areas which benefit most** and promotes efficient community form at densities that support transit
- Promotes **complete communities** where people can live, work, play & learn
- Increases **housing choice** quality & **affordability** in all areas of the City
- Provides **incentives** to encourage residential development in Neighbourhood Intensification Areas




PlanSJ enriches quality of life

- Invests in priority neighbourhoods**
- Increases **quality of parks & community amenities**
- Invests in **streetscaping** of major gateways, corridors and parks
- Reinforces sense of place** in neighbourhoods, continues strong legacy of heritage conservation
- Promotes **excellence in design** of new buildings and public spaces




PlanSJ leverages infrastructure investment

- Maximizes **use of existing infrastructure**
- Promotes a **fiscally responsible development pattern** that enables more efficient delivery of services
- Supports **new infrastructure** where it supports **delivery of the Plan**





PlanSJ supports economic prosperity

- Supports diversification** of economy
- Maintains **Uptown as centre for major office, retail & finance**
- Strengthens **Tucker Park** campus
- Supports retail east and west**
- Encourages clustering of related industries in industrial parks, **responds to unanticipated industrial growth**
- Improves **predictability for development**





PlanSJ promotes environmental leadership


- Implements the **Sustainability Plan**
- **Reduces air pollution**
- Protects **water resources & floodplains**, manages storm water, plans for climate change
- Connects **natural systems & open space**
- Leads in energy efficiency & waste management
- **Encourages local food** production





PlanSJ provides more choices for getting around

- Supports **transportation choice**
- Encourages active transportation, **Implement Bikeways Plan**
- **Focuses transit service** in Intensification Areas
- Connected hierarchy of streets
- Improve **accessibility** for all users
- Ensures parking is managed to promote transit and urban development
- **Support growth at the Airport and Port** as vital components of the national transportation network




PlanSJ is a plan for action

- Delivers a **holistic Plan** to drive City decision making
- Supports an integrated **Investment strategy** with capital budget priorities and service based plans
- Encourages **sustainable and innovative development**
- Provides accountability through a monitoring program with: metrics, **annual report card**, **5-year review**
- Creates a framework for **Neighbourhood Plans** to continue strong culture of planning & community engagement




For more information:

City of Saint John
 100 Water Street
 Planning Department
 Saint John, NB
 506-538-2835

www.saintjohn.ca/plansj



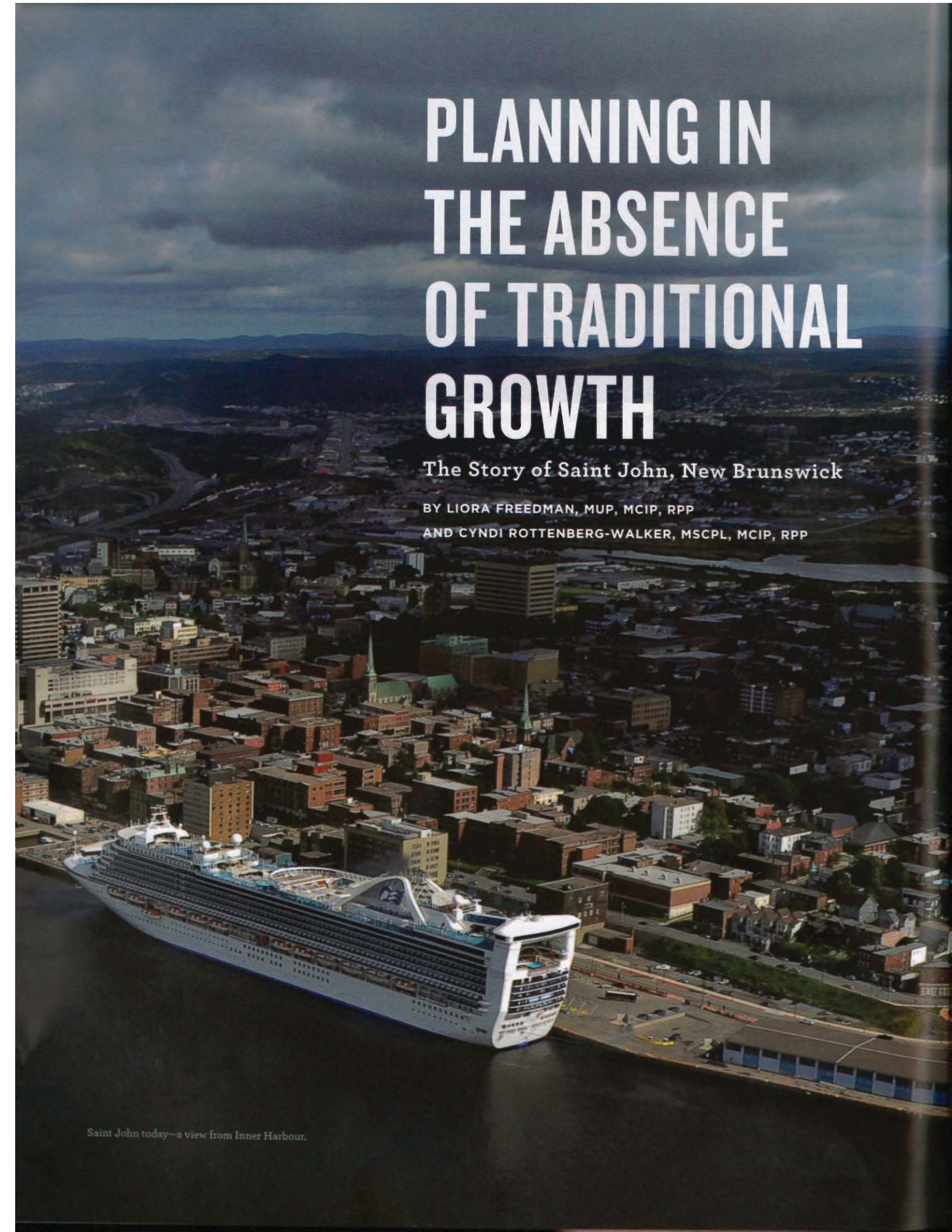


PLANNING

CANADA

**Ethics and Equity
in Uncertain Times**

**L'éthique et l'équité par
des temps incertains**

An aerial photograph of Saint John, New Brunswick, showing a dense urban landscape with numerous buildings and a large cruise ship docked in the Inner Harbour. The sky is overcast with grey clouds. The title text is overlaid on the upper right portion of the image.

PLANNING IN THE ABSENCE OF TRADITIONAL GROWTH

The Story of Saint John, New Brunswick

BY LIORA FREEDMAN, MUP, MCIP, RPP

AND CYNDI ROTTENBERG-WALKER, MSCPL, MCIP, RPP

SUMMARY Does lack of population growth necessarily mean stagnation, lack of investment or innovation? Can we convince our politicians, economic development officers—and ourselves—that prosperity is possible—and in some cases much more likely—if we stop focusing on growth as the only option for enhancement? This article explores the way one small city moved past “denial” to reinvent its planning practices, celebrating its greatest strengths and proactively addressing its greatest weaknesses.

RÉSUMÉ L'absence de croissance de la population est-elle synonyme de stagnation ou de manque d'investissement ou d'innovation? Peut-on convaincre les politiciens, les responsables du développement économique—et nous-mêmes—que la prospérité est possible, voire très probable dans certains cas, si nous cessons de miser sur la croissance comme seul levier d'amélioration? Cet article revoit la façon dont une petite ville a dépassé cette étape de « déni » en réinventant ses pratiques de planification pour mieux célébrer ses forces et faire face à ses lacunes de façon proactive.

Eighty percent of all Canadians live in cities, and a full two-thirds live in our 10 ‘super urban regions’. But what about the population that now lives in small towns or in rural areas? Between 2001 and 2006, 25% of Canada’s 144 cities lost population, and the pattern is shared, occurring in smaller cities (with populations of less than 152,000) located in the most isolated regions. While urban planning is focused on managing growth, it is just as important that we know how to plan in the absence of growth.

A BRIEF HISTORY OF PLANNING AND DEVELOPMENT IN SAINT JOHN

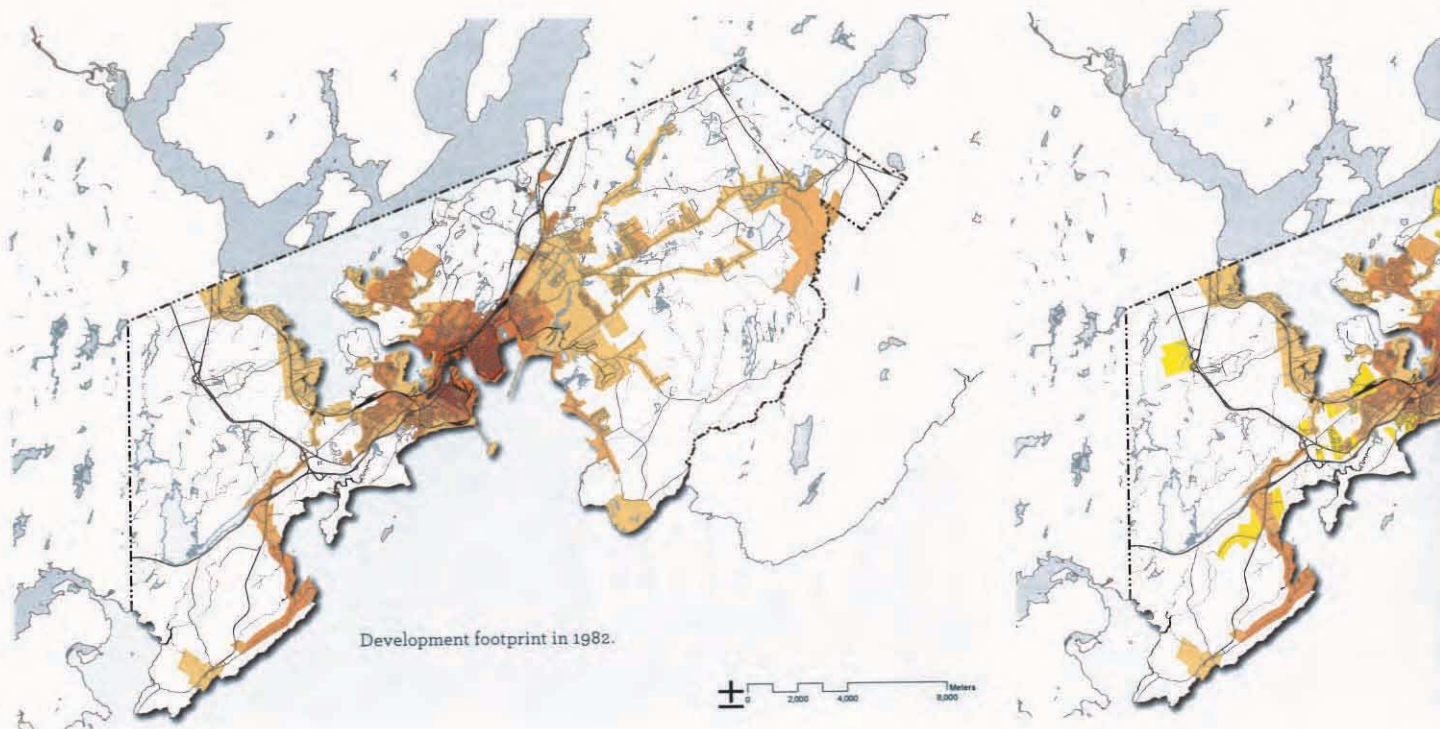
In 1967 the City of Saint John, New Brunswick was merged with the Parish of Lancaster and the City of Lancaster to the west, and the Parish of Simonds to the east. This expanded the city boundary from a relatively compact area of 36 square kilometers to an area of 316 square kilometers, almost 10 times as large. In 1973 a new Municipal Plan was developed, based upon a highly optimistic projection that Saint John would triple in size from a population of fewer than 90,000 to 265,000 within 25 years. The 1973 plan also recognized a requirement for additional commercial areas to serve the needs of the anticipated population growth and recommended that two new ‘mini-cities’ be created on the edges of the existing city—one in the east and one in the west.

The City’s development pattern continued to grow outwards in anticipation of having to house over a quarter of a million people. This very significant increase in size brought with it a strong temptation to ‘fill up’

the space. The combination of a large geographic area, aggressive population projections, cheap land, major new roads and highways and affordable car ownership contributed directly to the expansive development that characterizes the city today. As a result, at the same time that Saint John was losing population, it was developing a highly dispersed development pattern characterized by sprawling housing (a significant proportion of which has been built beyond the limit of municipal water and sewer services). Adding to this situation were widely dispersed commercial shopping areas and land-intensive industrial parks on the city’s edge. The relocation of the hospital from the urban core to a suburban campus, and development of the University of New Brunswick’s Saint John Campus right next to it exacerbated the problem.

THE CHALLENGE

The growth anticipated in the 1973 Municipal Plan never occurred. In fact, the 1965 population of 87,000 was the highest Saint John ever reached, with each



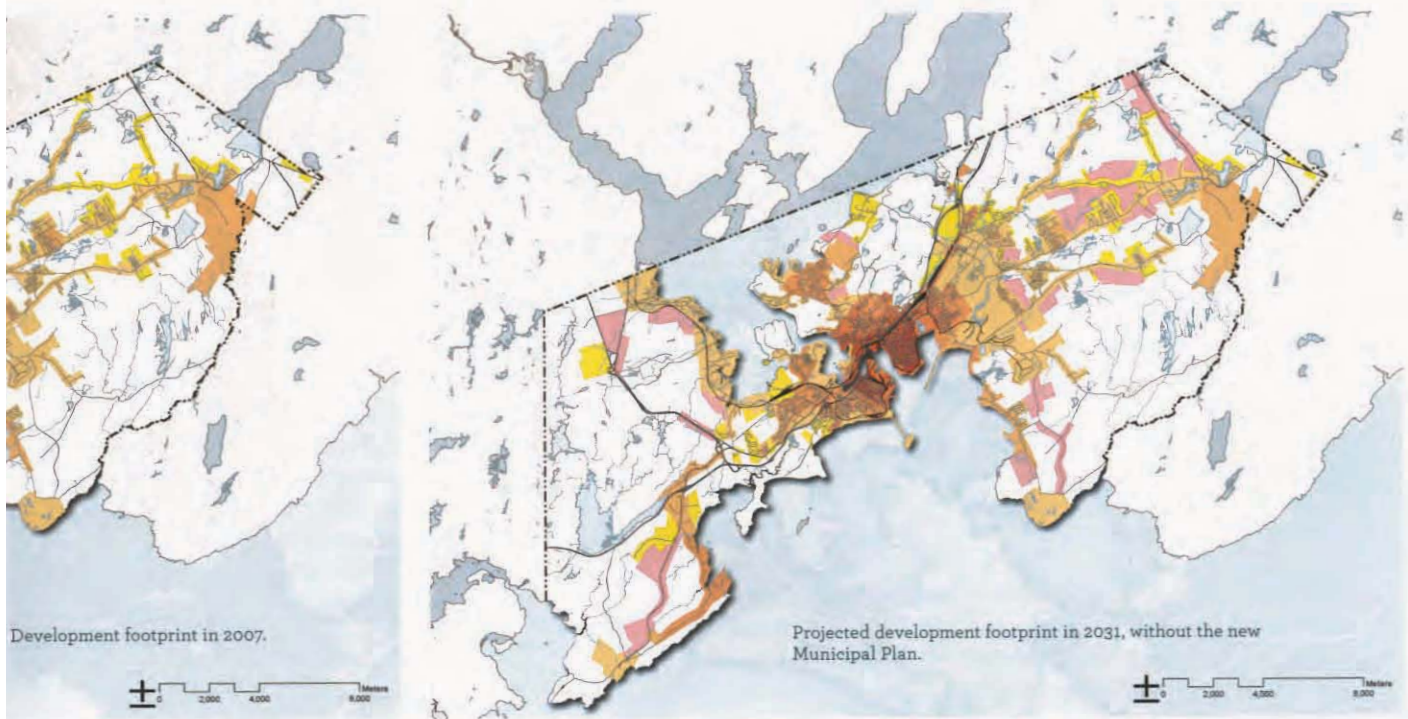
SAINT JOHN FACTS

- > first incorporated city in Canada (1785)
- > 69,000 residents and 48,000 jobs in 2010
- > home to Trinity Royal, a national heritage district comparable to New York City's brownstone neighbourhoods
- > employment centre, shopping destination, and hub for arts, culture and heritage, for the region of Saint John and southwestern New Brunswick
- > largest city on the Bay of Fundy and the industrial backbone of New Brunswick
- > lower unemployment rates than provincial and national averages
- > city of waterfronts: ocean, rivers and lakes
- > home to Rockwood Park—one of Canada's largest urban parks—and Stonehammer UNESCO Geopark
- > heart and trauma centre and the largest hospital in New Brunswick
- > best used transit system in New Brunswick
- > growing cruise port
- > strong industrial base: LNG terminal, oil refinery, pulp & paper, pits & quarry, nuclear power plant and strong and growing service sector
- > growing information and communications technology (ICT), knowledge, advanced manufacturing, energy, healthcare and tourism sectors
- > high poverty and low literacy rates
- > significant disinvestment in the core and five priority neighbourhoods

decade bringing an increasing decline to the current total of 68,000. At the same time, the populations of surrounding communities were increasing. The population decline coupled with the corresponding sprawl meant that every new building constructed on the edge of the city left vacancies behind in the core areas and priority neighbourhoods. This in turn caused significant disinvestment and abandonment of the core. This sprawling development pattern is very inefficient and creates high infrastructure costs paid for by Saint John's taxpayers. The Saint John planning community understood that if left unchecked, this pattern of development would continue to consume more land for fewer people. This resulted in continued strain on the city's already stretched budget to levels that would become unsustainable.

INTRODUCING PLANSJ

While the 1973 Municipal Plan has been amended many times, it was not carefully monitored and had not been comprehensively reviewed for almost 40 years. Saint John Council was committed to making major changes and knew this would only be possible if the community was actively engaged. PlansJ—now in its final stage—was a two-year planning and community exercise to develop a Strategy for Growth and Change, as well as a new Municipal Plan. Through the engagement process, it became clear that new guidelines were needed to effect positive change for their City.



“... population decline ... within cities has become a widespread phenomenon. The security blanket provided by continued population growth has been removed.”¹

PLANSJ PROCESS

The Plansj process was designed to bring a diverse community together to create the new Municipal Plan, and to have the community become invested in seeing it realized on the ground. Community members were able to be involved throughout the process, simply by dropping by the Project Storefront—or by participating in person or online and at numerous public events throughout the city. This collaborative community spirit included an active Citizen Advisory Committee, and a strong Steering Committee comprising the heads of all City Departments. A committed team of city planners, broad stakeholder involvement, and a bold, progressive City Council positioned Plansj for success.

Although Urban Strategies Inc. was hired to assist the City, and lead the development of Plansj, one of the primary objectives was for the Saint John planning staff and Common Council to be actively engaged in the process of developing the

Municipal Plan. This would enable planning staff to take charge of the process before and after Council adoption of the Municipal Plan. At the same time, it positioned staff to implement the plan, and to assume a leading role in updating the municipal zoning code, as well as in developing future plans with less reliance than previously on outside expertise.

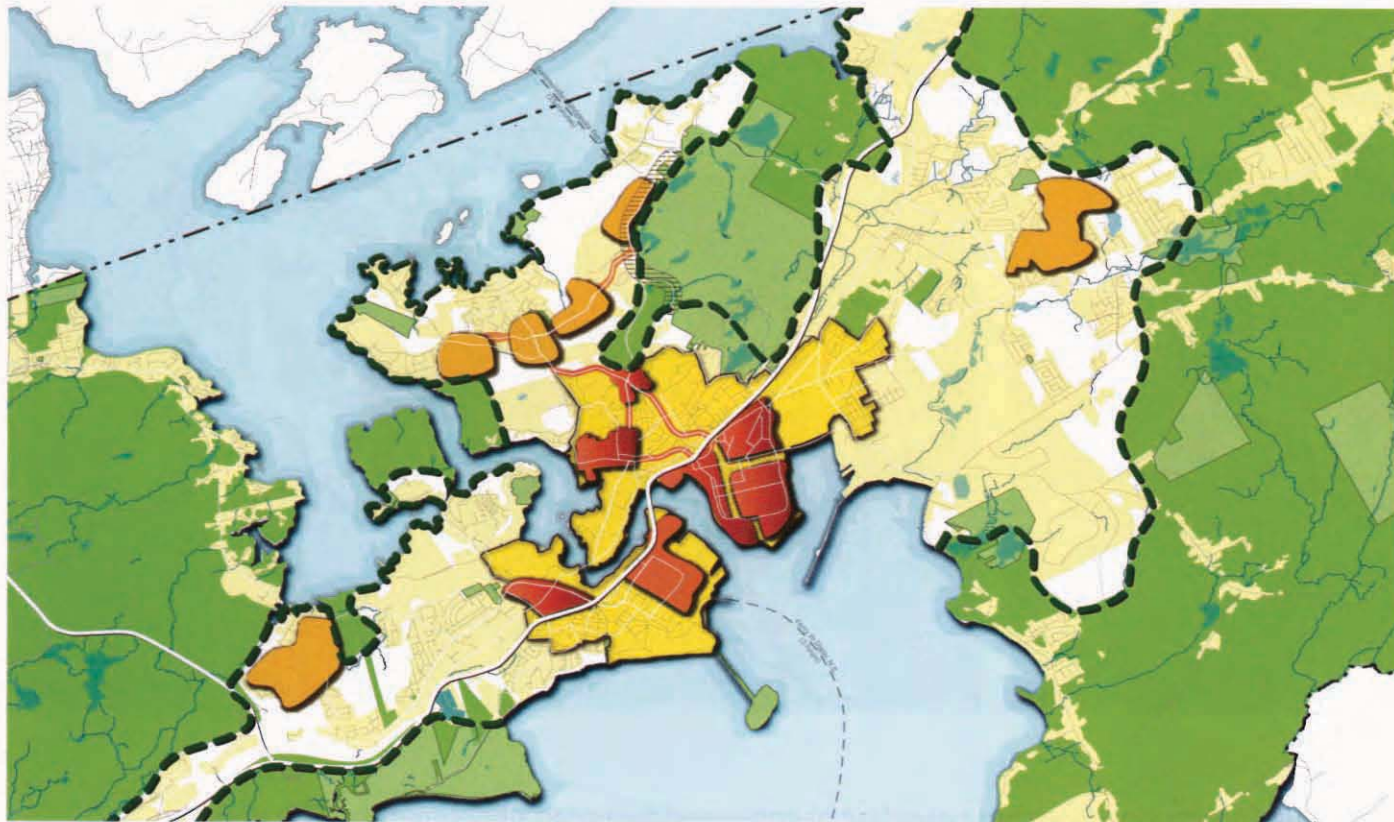
On September 26, 2011, Saint John Council voted unanimously to move the new Municipal Plan ahead by using the required adoption process.

A NEW DIRECTION FOR SAINT JOHN

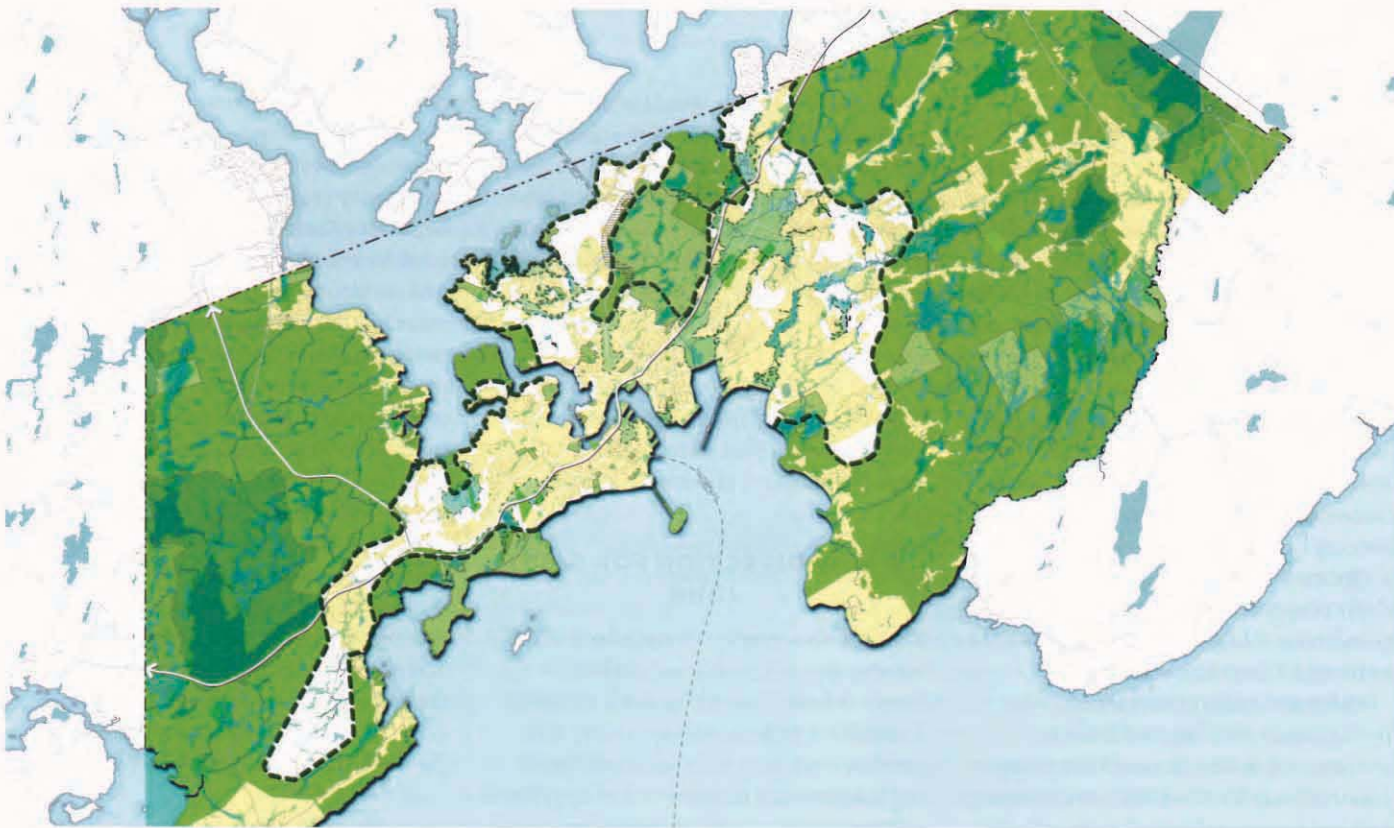
The new direction for Saint John is about moving beyond traditional notions of “bigger is better” by taking pride in being a small city and embracing quality and stability over growth. It is about allocating tax revenues to improve and upgrade existing services and infrastructure before considering the extension or development

of new ones, and freeing up resources for the provision of more visible and beneficial municipal services - like parks, recreation, emergency response and transit. From the beginning Council had highlighted the need for coordination between planning and development and municipal investment by considering the potential for infill development in existing serviced areas and priority neighbourhoods. The *raison d'être* of Plansj: the creation of a clear framework for establishing complete communities, and ultimately, improving the quality of life for all Saint John residents. The new Municipal Plan goes beyond provincially-legislated requirements. It includes policy on un-legislated matters such as city structure, urban design, arts, climate change, and rising sea levels. The fundamentals of the Strategy for Growth and Change are now incorporated in the new Municipal Plan, which establishes the following:

- > There will be a slowly declining population until approximately



Orange and red Opportunity Areas inside the Primary Development Area (the bold dotted line) are appropriate places for significant development, whereas yellow and white areas are stable areas where slow, incremental change in keeping with the concept of complete communities is appropriate.



Land outside the Primary Development Area (the bold dotted line) are Rural, Natural and Historic Settlement Areas where significant development is restricted.

“... even more challenging will be to find ways to manage urban decline... to downsize a community to a new and perhaps stable (but much smaller) population... At present, most communities at risk of decline are in a state of denial. This will have to change.”¹

2017. This will be followed by a modest population increase over the remainder of the planning period, provided the community adheres to its plan and focuses its spending on improving the quality of the community. This future growth is based on the assumption that, as Saint John's population ages and retires, new residents can be attracted to the community to fill its many jobs.

- > Systematic monitoring of the plan is required to provide clear-cut accountability. Population forecasts will be updated every five years, permitting the Plan to be amended to accurately reflect a stable, declining or growing population base.
- > There will be a Primary Development Area (PDA) within which 95% of Saint John's future employment and residential development will take place. This will relate to “opportunity areas” in parts of the City that already have piped municipal services in order to leverage the investment that has already been made in existing infrastructure. This will provide a strong framework for change, placing Saint John in the best situation to accommodate any population size.
- > There will be protection of Saint John's healthy neighbourhoods by creating policies that define them as stable yet not static.
- > There will be a focus on the enrichment of Saint John's five priority neighbourhoods and a land use policy that is related to a holistic plan for capital investment in the public realm. Amenities will be created that will improve neighbourhood character and leverage private investment.
- > Policies will be put into place to protect and promote rural lands and the natural environment, recognizing

the roles these play in community health and prosperity.

- > The city will be the hub of economic diversification.
- > A balanced transportation system will be established.
- > Plans will be proactively monitored and clear accountability established. Policy objectives will be put into place to ensure that the Plan is assessed annually and reviewed comprehensively every five years, to ensure that the Municipal Plan remains responsive to the future of Saint John.

CONCLUSION

The challenge for Saint John will be to maintain the momentum that was the basis of the creation of the new Municipal Plan. Current and subsequent Councils must remain committed to proactive change, and to be prepared to intervene on the side of the city when an application that is contrary to the new Plan is proposed. Furthermore, Council must assure that there are sufficient resources to implement the Plan. Saint John staff must make major changes to the zoning and subdivision bylaws to bring them into line with the new Plan. Detailed neighbourhood plans must be drawn up for each of the opportunity areas that have been slated for significant change, and prioritize the neighbourhoods that are most in need. There must be well-designed service plans and a detailed investment strategy in place, and perhaps most importantly, Saint

John citizens must be well informed and actively involved in these plans. This is the key to continued success.

For more information on the very extensive Plansj project and the new Municipal Plan please visit: www.saintjohn.ca/plansj ■

LIORA FREEDMAN, MUP, MCIP, RPP, is a planner and project manager at *Urban Strategies* with a wide-ranging background in land use and transportation planning, public and stakeholder consultation, and sustainable planning. Liora's expertise includes growth management and planning for active and healthy communities that are walking, cycling and other transit-friendly. Liora was a member of the Plansj consultant team and can be reached at: lfreedman@urbanstrategies.com

CYNDI ROTTENBERG-WALKER, MSCPL, MCIP, RPP, is a Partner at *Urban Strategies*. She directed the Plansj consultant team, working in partnership with Jacqueline Hamilton, Deputy Commissioner of Planning for the City of Saint John. Cyndi's grasp of the factors that contribute to healthy urban environments has been applied to a wide range of complex projects, including community, waterfront and campus master plans on a large scale as well as official plans, rezonings, policy studies and development applications. You can contact Cyndi at crottenbergwalker@urbanstrategies.com and Jacqueline at jacqueline.hamilton@saintjohn.ca.

REFERENCE

1. All statistics and quotes are taken from: Simmons J, Bourne LS. Living with population growth and decline. *Plan Canada* 2007;47(2):13-21.



ENTERPRISE SAINT JOHN

November 10, 2011

Common Clerk
City of Saint John
PO Box 1971
Saint John NB E2L 4L1

Dear Common Clerk,

On behalf of the Board of Directors of Enterprise Saint John, I would like to thank you for allowing us to comment on the most recent PlanSJ draft introduced to Common Council on October 11, 2011.

Enterprise Saint John has been actively engaged in the PlanSJ process since its launch in late 2009. Our CEO, Steve Carson, has been an active member of the PlanSJ Steering Committee. On February 25, 2010, the PlanSJ team provided a project overview presentation to our Board and throughout the process our Board has been given regular updates from our CEO. In addition, Enterprise Saint John Board Members and Staff have participated in all of the open houses and workshops.

We applaud the City and in particular the PlanSJ senior leadership team in their commitment to an unprecedented level of community engagement.

Throughout the process we have been very pleased that our comments, questions and suggestions have all been well received and the PlanSJ team has incorporated much of that feedback into the latest draft. An addendum is attached with the written feedback we provided on July 15, 2011 along with a summary of the PlanSJ responses.

We would like to highlight in particular that "Chapter 6: Economic Prosperity" strongly reflects the input and feedback we have received from our stakeholders and is very well aligned with our economic development initiatives.

Enterprise Saint John is pleased to support the most recent PlanSJ draft and encourage Common Council to proceed with the process to adopt the new municipal plan.

We look forward to continuing to provide our comments as the process continues. We are eager to work closely with the City, our other partners and the Community as we move to implement the Plan.

Yours truly,

Tony Gogan
Chair, Enterprise Saint John

Encl.

November 10, 2011

Mayor Ivan Court and
Members of Common Council

Re: Draft Municipal Development Plan

On behalf of the Board members of Uptown Saint John Inc. I would like to express our support for the draft Municipal Development Plan (MDP). We continue to support the Plansj process as it enters the formal adoption process required under the New Brunswick Community Planning Act.

The process to date has created a community's vision for growth based on sustainable principals. This is the only way forward if we are to reign in our expenditure side of the annual budget equation and have a community that attracts people. Smarter growth objectives will support a liveable, sustainable community vision.

Clearly the community has said we need a strong urban core which includes a regional center of commerce, arts and entertainment – the uptown. The policies and principles of the MDP have been crafted to reflect this, so that a dispersed pattern of development does not continue unabated leading to greater demands on operating budgets. The MDP supports a big picture look at how all the pieces of a city relate and support each other.

Upon the adoption of the MDP, next steps include revising Zoning Bylaws, Initiating a process of neighbourhood planning and an investment strategy. We are very interested in getting to the neighbourhood planning stage for the uptown and area and support the need to have a set of new development incentives that will help to implement the plan.

We encourage Council to adopt the draft MDP and allocate funding so that the neighbourhood planning process can start with the Uptown Peninsula area and a focused development incentive program in 2012. Congratulations and continue on with your efforts towards this milestone.

Sincerely,


Matt Alexander



November 9, 2011

His Worship Ivan Court and
Members of Common Council

Your Worship and Councilors:

FUSION Saint John is an organization that seeks to promote and encourage engagement by the citizens of Saint John. We work to provide opportunities for people to be involved in making Saint John a better place to live, work and play. We believe that Plan SJ incorporates those values that FUSION promotes.

Plan SJ provides guidelines for developing "complete communities". The growth and development zones and regulations provided for in Plan SJ are based on innovative principles of urban growth. Past development practices and an increasing reliance on vehicular transportation have contributed to population decline in the urban core, increased cost for utilities and facilities, and greater commuter distances to work, necessities, and recreational activities. Plan SJ refocuses on providing residents with the means to access these essential parts of their lives without the need for vehicular transportation. It seeks to create communities, promotes the beautification and development of communal spaces, and greatly enhances the visual appearance, affordability and livability of Saint John. The densification that Plan SJ promotes matches Saint John's unique historical character and provides a foundation for future growth that will allow citizens to live, work and play all within the same community center.

In addition to the benefits outlined above, Plan SJ also promotes sustainable practices which will benefit not only the current citizens of Saint John, but future residents for generations. Pushes for advanced ideas and design guidelines that promote the use of local resources, reduction of carbon footprints, and alternative energy and transportation strategies allows for not just the conservation of resources but also growth of the local economy and markets. This provides even greater opportunities for new and emerging industries and employment in Saint John.

FUSION supports the implementation of Plan SJ as it believes that Plan SJ allows for changes in the growth of our communities which will promote happier and healthier lifestyles and allow our citizens to live, work and play all within a short walking distance. FUSION therefore encourages Council to adopt the principles outlined in Plan SJ and work towards promoting a new direction of smart and sustainable growth for our communities.

FUSION welcomes the opportunity to discuss Plan SJ with Council. Please do not hesitate to contact FUSION for input or involvement in the future.

Yours Very Truly,

FUSION Saint John Inc.

info@fusionsj.com

UNIVERSITY OF NEW BRUNSWICK SAINT JOHN	PO Box 5050 SAINT JOHN, NB CANADA E2L 4L5	TEL 506 648-5695 FAX 506 648-5528 VPSJ@UNBSJ.CA WWW.UNB.CA	OFFICE OF THE VICE-PRESIDENT	PHILIP W. OLAND HALL
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Monday 31 October 2011
Common Clerk
Planning and Development, 10th Floor, City Hall
City of Saint John
15 Market Square
PO Box 1971
Saint John, New Brunswick
E2L 4L1

RE: MUNICIPAL PLAN ADOPTION

In response to the call for public comment as Saint John's Common Council moves toward adoption of the new Municipal Plan under the *Community Planning Act*, I am pleased to write on behalf of UNB Saint John.

The University of New Brunswick has followed the work of the PlanSJ team closely, and members of the university community have participated in the extensive public consultation process at every opportunity. Council and city staff should be commended for its efforts to ensure the process was successful in capturing a wide and balanced perspective in the draft plan document. It is our hope that the collaborative approach embraced in this planning process can continue throughout the development of university-related specific neighborhood plans and regulatory frameworks.

When implemented, the municipal plan will have a profound and positive influence on our community and its institutions. The municipal plan and UNB's strategic plan complement each other and support Saint John's economic, social, and cultural prosperity. In outlining Saint John's municipal land use strategy for the coming decades, the draft municipal plan helps set the stage for many aspects of university growth and development. In doing so, it will help to support enhanced youth attraction and retention, research and innovation activity, recreational and cultural pursuits, and a high quality and competitive post-secondary education environment.

With respect to the approval process, we request that Common Council proceed with adoption of the new Municipal Plan.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read "Dr. Robert MacKinnon".

Dr. Robert MacKinnon
Vice-President (Saint John)



Vibrant Communities Saint John's Comments on Plan SJ

November 9, 2011

Common Clerk

Vibrant Communities has actively participated in the many stages of Plan SJ and we are very pleased to see the emphasis that has been placed on priority neighborhoods, accessible transit, and mixed housing in our municipal plan. We are fortunate to have a municipal plan that aligns so closely with our poverty reduction strategy. The plan is very ambitious and describes a community that many of us are working to create.

Plan SJ indicates, not only that the City of SJ will be a participant in community and economic development, but also a leader. We were particularly pleased the municipal plan includes an explicit participation in poverty reduction via neighbourhood revitalization. *"Support poverty reduction initiatives through neighbourhood enrichment activities, undertaken in collaboration with other levels of government and key stakeholders."* *"Support initiatives that create and enhance neighbourhood identity and a sense of place for residents and the community."*

Being an ambitious plan, Plan SJ indicates a need to develop multiple plans to be undertaken over the upcoming years.

We would like to request that at least one neighbourhood plan begin in the next fiscal year (2012-2013), rather than wait for the completion of by-laws updated. Further, given the significant decline in transit service, we also request that a Transit review be considered of very high priority. In each review and planning process we would ask that the City actively engage (not only consult) with stakeholders such as neighbourhood groups and transit users.

We look forward to our continued participation in the realization of Plan SJ and its associated planning documents. Thank you for your vision and leadership,

Dr Regina Farnsworth
Chair, Vibrant Communities Saint John



Vibrant Communities Saint John Leadership Round Table

October 2011

**Bill Bastarache
Shilo Boucher
Sarah Brown
Mike Butler
Lisa Chamberlain
Monica Chaperlin
Kathy Craig
Debbie Cooper
Michel Coté
Ivan Court
Elaine Daley
Francine DiMambro
Carolyn VanderVeen/
Alex Coles
Penni Eisenhauer
Craig Estabrooks
Regena Farnsworth (Chair)
Debble Godlewski
Randy Hatfield
Gregor Hope
Elizabeth Jadoo
Carl Killen
Lyn King
Mary LeSage
Grace Losier
Mark Leger
Brian Marks
Bonnie McGraw
Brenda Murphy
Clare Northcott
Mary Eileen O'Brien
Group
Rob Salloum
Shirley Robinson
Sister Roma De Robertis
Nancy Savoie
Donnie Snook
Lois Vincent
Lisa Wetmore
Pat Woods**

**Common Front for Social Justice/John Howard Society
YMCA-YWCA
Fusion - KPMG
School District 8
Village Neighbourhood
Business Community Anti-Poverty Initiative
Saint John Board of Trade
Saint John Boys and Girls Club
ARCF- Saint John
Mayor- City of Saint John
Belyea, Colwell and Associates
Canadian Mortgage and Housing Corporation

Irving Oil Ltd
South End Neighbourhood
MP Rodney Weston's Office
Dean Faculty of Business – UNB Saint John
Public Health Services, Horizon Health Network
Human Development Council
Business Community Anti-Poverty Initiative
Greater Saint John Area United Way
MLA SJ Harbour Southern Caucus
Community Representative
People United for Lower South End
Mayor Grand Bay Westfield
Community Member
Social Development
St. Joseph's Community Health Centre
Urban Core Support Network
Greater Saint John Community Foundation
SJ Board of Police Commissioners, Carleton Law

St. Luke, St. George Churches- West Side
Resident Old North End
Sisters of Charity
Crescent Valley Neighbourhood
Inner City Youth Ministry, Common Council
Enterprise Saint John
Resident
City of Saint John**

John Leroux

351 regent street - fredericton - new brunswick - E3B 3X3 - (506) 458-4277 - JohnLeroux@netmail.com

Community Planning Office
c/o City of Saint John Clerk
PO Box 130
Saint John, NB
E2L 4L1

November 9, 2011

RE: Letter of Support for PlanSJ

Dear Councilors,

I would like to express my strong support for the current PlanSJ initiative/Saint John Municipal Plan. While I am a resident of Fredericton, I have been closely involved with architectural, heritage and cultural aspects of Saint John over the past decade. As such, I maintain a deep interest in the maintenance, stability and growth of the city - one of Canada's urban treasures. Over the past few years, I have written at length on issues regarding the city in books and newspapers, offered consultation and lectures with regards to heritage and public art, and been professionally engaged as an architect for new structures within the Uptown.

My foremost support is for the Plan's progressive balance of the preservation of built heritage along with a clear support of well-designed contemporary architecture. This dovetailing is listed within the new plan document as providing *"an urban design framework which respects the strong sense of place in Saint John, while allowing for high quality innovative design, reflective of the current time, to create enduring and memorable places in Saint John which represent the next generation of heritage for the City."* This is absolutely critical if Saint John is to grow and reestablish itself as one of Canada's strong centres of architecture and urban form.

As a design professional that cares deeply for New Brunswick, and especially for Saint John, the thorough research, public consultation and innovative environmental aspects connected to the Plan were welcome indeed. I put my full weight behind this initiative and strongly hope that Common Council adopts it as it currently stands. There will likely be pressure to reconfigure or alter certain aspects of the Plan, but I would hope that the overall quality of life for the majority of Saint John's citizens will hold sway over self-seeking private interests.

Please don't hesitate to contact me if you would like to discuss this further.

Sincerely,



John Leroux, architect AANB MRAIC

FRIENDS OF ROCKWOOD PARK INC.
Saint John, NB



November 4, 2011

**To: Mayor and Council
City of Saint John
c/o: Common Clerk
15 Market Square
PO Box 1971
Saint John NB E2L 4L1**

Re: Plan SJ

Friends of Rockwood Park (FORP) have been interested in the development of Plan SJ. Members of the group have attended public presentations, participated in round-table discussions, submitted written opinions and suggestions, and listened to council discussions. It has been an informative process.

FORP are quite impressed with the present report; it is a very thorough and well-written document. We are especially pleased with the numerous references to the serious importance of maintaining and developing our natural environment. These comments begin with the Executive Summary. On the first page it states, "The City's new direction for growth and change, as described in the Municipal Plan, focuses on ... Planning in a holistic manner to consider economic, social, cultural, and environmental sustainability" (p.1) This is expanded a few pages later, under the headings, "Natural Environment and Energy (p.3) and "Community Facilities, Arts, Culture and Heritage". (p.4)

Many more references to the importance of the natural environment are placed throughout the report. We paid special attention to Section 7, and we have highlighted and attached all of page 149, the introduction to that section. We have also highlighted and attached the policies NE 22 - NE 30 in Section 7.5.

We were very pleased to see Rockwood Park directly mentioned in Section 10.2.3, Regional Parks, with a policy directive specifically for it: policy CF - 16: "Continue to support and enhance Rockwood Park, the Irving Nature Park and the Uptown Waterfront as Regional Parks".

It is our sincere hope that these goals and policies are indeed carried out in the future so Rockwood Park will be protected and enhanced for generations to come.



Joan Pearce,
Chair, Friends of Rockwood Park



Ernestine Hooney,
Treasurer, Friends of Rockwood Park



Betty Lizotte
Secretary, Friends of Rockwood Park



Peggy Campbell
Member, Friends of Rockwood Park



David H. Thompson
Member, Friends of Rockwood Park