



Saint John
**Waterfront
 Development**

*Making
 Waves*

Big Ideas | Making them Happen



Saint John Development Corporation operates as Saint John Waterfront Development. Our job is to put opportunities in motion that have a long term sustainable community and economic impact – it’s all about Plan, Action and Results. Through our dedicated Board of Directors, the organization has been successful in driving major projects in the City of Saint John.

In June 2010, the Board of Directors of the Saint John Development Corporation, confirmed the top priorities for the organization during the next 12 months: 1) Finalize development of the Coast Guard site; 2) Reversing Rapids Master Plan commencement; 3) Pugsley Park; 4) Partridge Island development analysis; 5) Preparation for a major capital campaign; and 6) Residential development assessment.

Board | Directors

Charles Swanton (Chair)	Mayor Ivan Court	Stephen Campbell
Bill MacMackin (V. Chair)	Patrick Woods	Peter Asimakos
Daryl Wilson (Sect/Treasurer)	Brian Cunningham	Stephen Alexander



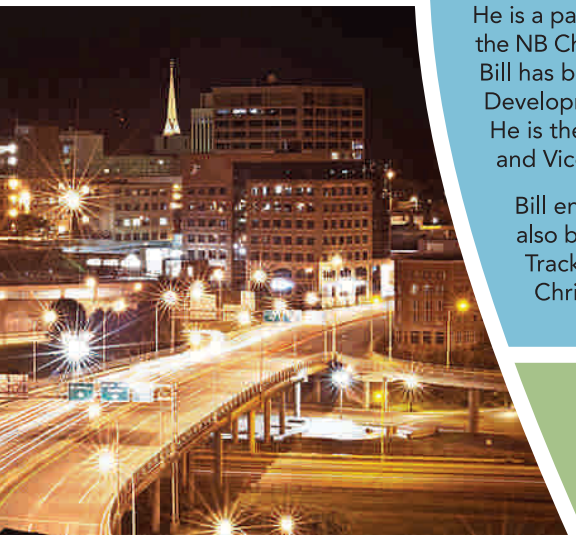
Board Member | Highlight

Meet Bill MacMackin, Vice-Chairman (2001 – present). Bill MacMackin was born and brought up in Saint John and is a graduate of Saint John High and the University of New Brunswick, Business Administration in 1987.

He and his brother, Stephen, own & operate Brennan’s Funeral Homes in Saint John and are partners in a number of funeral homes in New Brunswick, Nova Scotia, Ontario and Western Canada through their company, Select Community Funeral Homes.

Bill is an active volunteer having been involved for almost 20 years in the Chamber of Commerce movement and numerous economic development organizations in both Fredericton and Saint John. He is a past President of the Fredericton Chamber of Commerce, the NB Chamber of Commerce and the Saint John Board of Trade. Bill has been a volunteer member of Saint John Waterfront Development as the Board of Trade’s representative since 2001. He is the President, SJ Waterfront Development Partnership, and Vice Chairman, Saint John Development Corporation.

Bill enjoys outdoor activities like sailing and running. He has also been involved as a coach and President of the Saint John Track Club. He is married to Patti and they have 2 children, Christopher and Nick.



“In the long run, what a community chooses to measure, and how it is measured, has a tremendous impact on the quality of life.”

Projects | Priorities



Coast Guard Site

Negotiations are ongoing with the Hardman Group Ltd. regarding a development agreement. As well, a legal review of the Purchase and Sale Agreement is progressing.

Boardwalk Refurbishment

Phase II is proceeding with numerous improvements to boardwalk lighting, courtyard and surrounding area landscaping, and boardwalk-related amenities including benches, bicycle racks, plank replacement, lighthouses repainted and more.

Harbour Passage

Although Harbour Bridge construction continues, the much utilized Passage is now open from Market Square Boardwalk to Fort LaTour. It may be a short walk (1.2 km) but it is packed with several viewpoints, informative signage and beautiful rest areas.

Saint John Adventures Inc.

As of July 5th, the Zip-Line located at Fallsview Park is operational. This exciting ride is a "must do" for visitors and residents alike, with over 1600' of zip-line, six landing / lookout platforms and spectacular views of reversing rapids.



Reversing Rapids Master Plan

SJWD received final approval from Common Council in June 2010 and we are now proceeding with finalizing development plans for project commencement in 2011.

Pugsley Park

This is the signature park for the Water Street Master Plan and final arrangements for this development are being addressed.

Partridge Island

Initial development plans have been presented to several community groups with very favorable response. Development of the island will be determined over the next 12 months with a high level of public input and consultation.

Stonehammer

The excitement is building. The Stonehammer team and the City of Saint John are preparing for a "site" evaluation by two international representatives from the Global Geopark Network regarding a UNESCO supported designation. Dr. Patrick McKeever (Ireland) and Ms. Claudia Eckhardt (Germany) will be in the Saint John region in late August/September for a four day visit. When successful, this will be the first Geopark designation in North America.

Saint John's | Newest Address

Live where you work! Work where you live! "You know that Uptown is the most exciting address in Saint John. Imagine how great life would be if you lived there," says John Rocca, developer of Harbourfront Residences. No commute. No snow to shovel. No grass to cut. Great restaurants, cafés and patios right around the corner. You can even work where you live! There are Store front suites available on Water St. for retail/commercial/office that can be just for work or can be designed for live/work situations. Why rent when you can own? From just \$169,900 to over \$300,000 + hst. Call 632-4042 and visit www.harbourfrontnb.com



Commentary | Good to Great

The demand for transformational change in our cities has never been greater, and it continues to grow in regions throughout the world. There is a new realization that in the future, cities will need to be very different than they have been in the past. If we make public "places" - squares, markets, waterfronts, streets, etc. - the major focus of urban development, the trends of the last half century, which have proven unsustainable by every measure, can be reversed.

"Placemaking" is about the design of places, the experiences they make possible and the impacts they have in our lives. Being in places involves social encounters, immersion in the sights, sounds, sun, wind,

atmosphere and knowledge of a locale, and curiosity about the traces of thought, imagination and investment that have guided their construction and use over time.

Placemaking makes communities great places to live and Saint John Waterfront Development believes that by focusing our planning and design process to concentrate on people and places, we can accomplish the goals of modern cities and make the process of getting there a lot more enjoyable and creative. Smart port cities have quickly learned that "placemaking" through increased public access to waterfront assets are critical to making Good cities, Great Cities.

