



SAINT JOHN

2020-EOI 3

EXPRESSION OF INTEREST: LOYALIST PLAZA & WATER STREET VENDORS

As part of an ongoing visioning project, and further to the objectives of the South Central Neighbourhood Plan, the waterfront lands containing Loyalist Plaza across the former Coast Guard site and along Water Street to Pugsley Wharf have been identified as strategic, underutilized public space at the heart of the Uptown commercial district. The prominently located Coast Guard lands and Pugsley Wharf area currently serves as parking and has only seen sporadic usage by temporary events such as Sculpture Saint John and Area 506 in recent years. While Loyalist Plaza is a dedicated public space, it is used mostly in Summer and Fall as ancillary public space to the Market Square Boardwalk; playing host to beloved annual events such as Buskers.

As a significant open area of public space on the doorstep of City Hall, The City of Saint John (COSJ) sees great potential in these spaces to contribute more meaningfully to the public realm and the local economy. With the right vision, vendors and partnerships, development of these spaces will support adjacent, well-used public spaces such as the volleyball courts, Market Square Boardwalk, and Harbour Passage. Furthermore, with ongoing commercial revitalization of the Water Street corridor, and development of the Coast Guard site on the horizon, a reimagined Loyalist Plaza and seasonal development along Water Street is well positioned to crystalize the vision and objectives for the waterfront as laid out in the Neighbourhood Plan and catalyze growing momentum. Seasonal development along the Water Street corridor will build commercial density and activate the streetscape providing cruise ship passengers with a more dynamic street level experience as they take their first steps into our City and support events such as Area 506 and Moonlight Bazaar.

As such, COSJ is seeking expressions of interest from experienced vendors interested in establishing seasonal operations between Loyalist Plaza and Pugsley Wharf as proposed in a preliminary vision developed by EXP Architects. COSJ is seeking applicants for:

- + A semi-permanent, 3-season beer garden space to be located at Loyalist Plaza.
- + Seasonal Bike Rental Operators
- + Temporary Food and beverage operators to establish an open-air food market
- + Seasonal Mercantile Vendors

- + Other exciting new business ideas and ventures
- + Temporary Public Art and Interpretive Installations

Applicants are to provide an overview of their business, experience, ideas, etc. for consideration by COSJ.

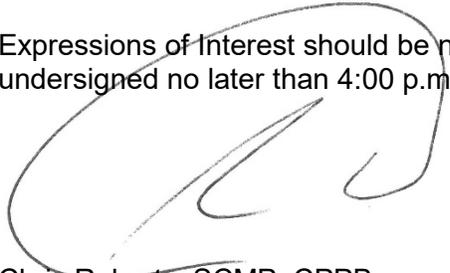
Applicants are advised likely participation in the North Market Wharf Cultural Association may be required as part of their operations.

Preliminary ideas on proposed strategic partnerships with local stakeholders such as Uptown Saint John, The Hardman Group, Discover SJ, ACAP and more is also encouraged as part of the applicant response.

It is COSJ's intention to have the vendors in place and operational by June 2020. Please be advised COSJ is not held to any applicants.

All enquiries are to be directed to the undersigned.

Expressions of Interest should be no longer than 2 pages and are to be submitted to the undersigned no later than 4:00 p.m., Thursday, March 19, 2020.



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