

A STRONG ECONOMY

Envision St. John's Municipal Plan

Our goal is to continue to strengthen the City's role as the centre for commerce and employment in the region and the province in a manner consistent with the strategic directions in the Economic Roadmap.



Over the past decade, St. John's has been energized as a hub of economic activity. Fuelled by offshore petroleum and other natural resource industries, the city's economy has made significant strides forward.

Public and private investments have reached record levels, personal disposable income is on the rise, unemployment levels are at a low, and business development opportunities are the best in years. All this, combined with the fact that the City is a safe and caring place, has made St. John's a very attractive place to live, visit and do business.

The City has developed an Economic Roadmap which recognizes that business and investment activity bring employment, opportunities and innovation. Attracting, retaining and nurturing people and business is key to generating long-term, predictable economic activity.

The key to ensuring economic prosperity over the long term is to foster and retain a diversified economy, one that consists of a mix of local, regional, national and even international businesses, as well as a diversity of business types and sizes. Ensuring that sufficient lands are identified to accommodate diverse business sizes and sectors, encouraging mixed-use neighbourhoods and supporting the growth of home-based businesses will help to achieve this.

STRATEGIC OBJECTIVES ON A STRONG ECONOMY:

- Accommodate a balanced and diverse range of opportunities for commerce.
- Facilitate growth in the knowledge sector and attraction of knowledge workers to the City.
- Facilitate redevelopment of vacant sites and building renovations in the downtown to support its continuation as the City's central business district.
- Ensure that the employment centres within C.A. Pippy Park (the University, the Health Sciences Centre and Confederation Building) are serviced by and connected to an efficient road network and other modes of transportation, to quality residential neighbourhoods, surrounding retail and recreation opportunities.

SUPPORT FOR COMMERCE

- Diversification is the emphasis of the City's Economic Roadmap. Envision support this by providing an appropriate supply of lands for industrial, commercial and institutional uses to meet long term needs.
- The City will ensure that the necessary infrastructure is in place to support economic development.

MAINTAINING A SUPPLY LAND FOR COMMERCIAL USE

City policy will recognize that lands set aside for institutions, retail and the service sectors support the needs of the population and create employment, identifying and protecting land for industry that has direct and convenient access to regional transportation networks, and encouraging retail, service and office development in designated commercial and intensification areas.

THE PORT AND INSTITUTIONS

- We will ensure that land use around the harbour is planned in a manner that is compatible with a working harbour environment; support the functioning of the Port through access to municipal services and connections to the regional transportation network; and work with the St. John's Port Authority to continue to improve infrastructure, facilities and services to meet the needs of the cruise ship industry.
- We recognize the contribution that institutions play in the economy and life of the City and will work with Memorial University, the Province and Eastern Health to address public transit, safe streets, pedestrian and cycling networks, housing and retail services in the area.
- Institutional changes continue to occur. Where closures or relocations occur, we will actively plan to redevelop these areas for such things as affordable housing, culture and recreation. Left vacant, they represent lost opportunities and "dead zones" for the neighbourhoods that surround them.

RETAIL, TOURISM AND AGRIBUSINESS

- The policies will provide for a greater mix and integration of new retail and service uses in commercial areas and encourage redevelopment of underutilized single-use, single storey retail and service sites.
- We will encourage redevelopment of retail shopping centres into multi-use commercial areas that accommodate complementary retail, service and office uses.
- The City will protect and enhance its cultural and built heritage resources, particularly in the downtown, as assets that are critical to the continued success and future growth of the tourism sector, and continue to implement recommendations of the Downtown St. John's Strategy for Economic Development and Heritage Preservation.
- Envision supports the continued growth of the agriculture industry within the City by recognizing and supporting the St. John's Agriculture Development Area and promoting the efficient operations, land stewardship and economic viability of our farms.