



## PRESS RELEASE

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### **Excitement builds as developer of choice is selected for the Coast Guard Site**

(Saint John, NB) – After extensive evaluation, deliberation and discussion, a firm with a proven history of success in our community has been chosen to redevelop the Saint John Coast Guard site. On November 21, Saint John City Council endorsed the recommendation of the Saint John Development Corporation to select the Hardman Group, based in Halifax, Nova Scotia as the preferred developer of choice for the re-development of the Coast Guard property.

The initial Request for Expression of Interest (REI) for the site was issued Canada-wide in February of this year, including the launch of the [developsaintjohn.com](http://developsaintjohn.com) website which provided the REI and extensive information on the City of Saint John. Several interested developers submitted a proposal and of those submissions, three proponents were chosen to move to the second stage of the process. Throughout the summer and early fall, the board of the Saint John Development Corporation evaluated three very good submissions with the Hardman Group proposal as the preferred selection.

“This venture will transform the landscape of our waterfront in a very exciting way,” said Mayor Norm McFarlane. “Redevelopment of the Coast Guard site was identified as the number one priority in the Growth Strategy and we are thrilled to be moving ahead with it. The Hardman Group has a successful history in our city and we are confident they have the skills and expertise to play a key role in renewing Saint John’s waterfront.”

“The process of choosing the developer for this site was challenging but I know we made the right choice,” said Charles Swanton, Chair of the Saint John Development Corporation. “The Hardman Group” has experience in our city; are well versed in maritime market knowledge; and have a proven record in Saint John with the Market Square project.”

“As this initiative progresses”, he continues, “we look forward to the opportunity to consult with the public on the final design and development.”

The initial concept for the Coast Guard site includes plans to continue the “Inside Connection” pedway system to the site; a waterfront hotel; an extended and connected boardwalk; residential units and commercial office and retail space to name a few. Plus, as was envisioned in the Growth Strategy, the development also includes space for the possible integration of a post-secondary educational component complemented by a private sector research and development/technology cluster. Identified in the Inner Harbour Land Use Plan as the ideal use for the site, this segment will form a unique knowledge-based element to the project. In total, the project provides a diverse multi-use development for our Uptown waterfront.

Presented as a four-phase development, Hardman estimates that over \$75 million of public and private investment will be generated as this project moves forward. Prior to the initial phase of the project, the developers will be working with the community to secure the lands from the Federal Government. As an integral component to securing the lands, the present needs and jobs being served at the Canadian Coast Guard Base will require a new location with the full objective of keeping this work in Saint John.

Bill MacMackin, President of the Saint John Waterfront Development Partnership, sees the endorsement as a win-win for Saint John and the waterfront. “Hardman’s vision integrated the framework outlined in the Saint John Inner Harbour Land Use Plan and they worked with that vision to create a concept for the site that will push waterfront development full speed ahead.”

“We are anxious to see cranes on the horizon and we are confident we’ll see them sooner rather than later, he said. “An iconic development for the Coast Guard site is what the Inner Harbour Land Use plan recommended and it looks like Hardman will deliver.”

The Saint John Development Corporation was created in the early 1980’s by the three levels of government for the purpose of encouraging public access to and development of the City’s waterfront and to act as the public sector partner in the development of the Market Square Complex. The SJC has also played an active role in the development of the City Market; and the development of Harbour Station and Harbour Passage.

The Saint John Waterfront Development Partnership is comprised of the City of Saint John, Saint John Development Corporation, Uptown Saint John Inc., Enterprise Saint John Inc., Saint John Board of Trade and the Saint John Port Authority. The Partnership’s mandate is to channel, focus and direct the community of Greater Saint John’s collective energy and enthusiasm for waterfront development.

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