

EN·VI·SION

EN'VIZHəN

verb

envision; 3rd person present: envisions; past tense: envisioned; past participle: envisioned; gerund or present participle: envisioning

IMAGINE AS A FUTURE POSSIBILITY; VISUALIZE.

...“TO ENVISION A BRIGHT FUTURE”



What kind of city do our people imagine living in?

When our residents close their eyes, what do they imagine for the City of St. John's?

Since 2012, we've been **LISTENING**, and here's what we have heard...

We dream about a city that fosters healthy neighbourhoods...
that safe guards and enhances environmental systems...
that maintains a strong and diverse economy.

We think about the unique qualities and character of our neighbourhoods...
and we value the role that the historic downtown plays in our sense of place and identity.

THIS IS OUR ST. JOHN'S.

...A place where we enjoy a future of continued economic prosperity and diversity.

...A home where citizens have a strong sense of identity embodied in their understanding and appreciation for their cultural, natural and built heritage.

...A city of active, healthy citizens, living in affordable, accessible, complete neighbourhoods.

...A capital that attracts and welcomes investment, residents and visitors from the region, the province and the world.

St. John's is a vibrant city, capitalizing on its energy, creativity and distinctiveness to embrace economic progress and enhance quality of life.

But we are on the cusp – caught between expansion and capacity, growth and stability, quantity and quality. How do we manage the **BALANCE**? How do we achieve the **VISION**?

The City needs well-planned growth, identifying areas that are underdeveloped and emphasizing intensification and a greater mix of uses for solid neighbourhoods. We need to invest in infrastructure that supports higher densities along major transportation corridors and centres where there are opportunities for redevelopment.

PLAN FOR SUCCESS

Envision St. John's is the City's blueprint for the future.

Today, this draft municipal plan identifies the objectives and sets out the path; our challenge is to build a set of robust and effective regulations that support the future we envision for our City.

The Municipal Plan will include a set of objectives for land use; policies to be implemented; information for developers as land districts and zones; and provisions for existing uses that don't conform.

TEST OF SUCCESS

Envision St. John's, like all planning documents, is tested in action. We must be *accountable* to provincial legislation, to other City guiding documents (like the Economic Roadmap) and to the wishes of the people.

Our municipal government – and our municipal plan - has to reflect the needs and wishes of our whole community, always acting in the best interests of our people, our natural environment, our culture, our identity and our future.

Envision St. John's is built on **five key themes** and **ONE BIG IDEA:**

Valuing Environmental Systems
Developing Vibrant, Complete Neighbourhoods
Supporting a Strong, Diversified Economy
Using Quality Urban Design
Investing in Transportation and Services

ONE BIG IDEA:

Enhancing Our City and Improving Our Quality of Life

IMPLEMENTATION OF THE PLAN IS GOING TO TAKE SOME EFFORT.

It will require effective administration and visionary leadership; investment in infrastructure; hard work and consistent processes. Although we can start acting on our vision today, the new plan is not officially our guiding document until all the pieces are in place and it has been approved by the provincial government. This will happen sometime in 2015.

But that's not going to stop us.

Work has already begun on the policies, guidelines, regulations and procedures that will set out the rules for development and planning...

Confirming that **Envision** is *our* vision - that work begins today.

TO READ THE FULL PLAN, GO TO WWW.ST.JOHNS.CA